

The REPORTER

of Direct Mail Advertising

HOW TO THINK ABOUT PRODUCTION AND MAILING

*By
Henry Hoke*

An outline for training production and mailing supervisors . . . and for determining the physical layout of producing and dispatching units.
Published by The Reporter of Direct Mail Advertising

**April
1952**

**Special Spring
Training Issue**

Be sure to read
"IMPORTANT NOTE"
on page 7 before starting
outline on page 17

RAYMOND LUFKIN



Satisfaction is high and production is smooth when Mead Papers are correctly specified. So remember this famous trade-mark. It represents the diversified and standard Mead brands of popular printing papers for every business and advertising use.

Mead Papers, including D&C coated papers and Wheelwright bristols and covers, mean business for any advertiser who specifies them, and for any

printer or lithographer who uses them regularly.

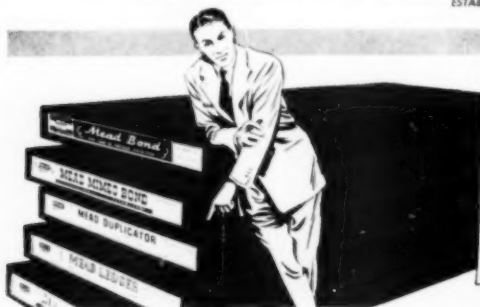
Specify Mead Papers. Your printer or lithographer, serviced by America's leading paper merchants, knows them, likes them, works with them every day. They print or lithograph beautifully. They're precisely the papers you need, regardless of your plans, your purpose, or your purse. Specify and use Mead Papers for every job, every time.

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta

ESTABLISHED 1846

T.M. Reg. U.S. Pat. Off.



Genuinely watermarked, Mead Business Papers come to you in the famous Mead inner-wrap, moisture-proof package that protects each sheet to the moment of use. Rely on these five companion papers for letterheads, statements and other business uses: Mead Bond, Mead Mimeo Bond, Mead Duplicator, Mead Ledger, and Mead Opaque.

Advertisements similar to this, but in full color, are carrying the story of Mead Papers this year to 1,850,000 readers of Time and Business Week.

**REMINGTON RAND'S
ELECTRI-CONOMY
PLASTIPLATES
PLASTIPHOTER**

*Teamed for Greater Economy,
High Speed and Top Quality
in Direct Mail Offset Plates*

You'll save valuable dollars . . . and invaluable hours . . . and have offset plates for direct mail pieces that you'll be proud to send, with this great Remington Rand unit for "start-to-finish" plate preparation.



In addition to time-and-money savings, the increased snap and life this unit gives to direct mail will pay off for you in bigger, better returns. Here's how this masterful plate producing unit will work for you: —

..... YOU TYPE

your copy on the Remington Carbon Ribbon Electri-conomy Typewriter. Proved-in-wide-use today for a variety of direct mail applications, including broadsides, bulletins, sales manuals, house organs and sales letters. Truly distinctive typing for reproduction starts with Remington Carbon Ribbon Electri-conomy Typewriter.



..... YOU USE

Remington Rand Plastiplates, the quality offset duplicating plate, to carry your message to press. With Direct Image and Photographic Plastiplates, you're sure of the sharpest possible line work . . . amazing photographic detail, contrast and depth. Long, uniform runs, with a bonus in easy handling and filing for excellent re-runs.



..... YOU EXPOSE

Plastiplates in the Remington Rand Plastiphoter . . . an efficient, compact exposure cabinet which takes up only 3 square feet of space and can easily be operated by anyone in your office. With Plastiphoter, you save a healthy percentage of plate costs, plus valuable time lost in sending out for plates; and you maintain complete control of each job.

Room 2068, 315 Fourth Avenue, New York 10, N. Y.

Please arrange for a FREE demonstration of your offset plate preparation unit. No obligation, of course.

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

....and so to press

in a matter of minutes! You've saved money, saved time, and have highly superior offset plates. Let us show you just how speedily and simply this unit will fit your direct mail offset plate requirements. Mail the coupon now for a FREE DEMONSTRATION, or write Room 2068, Remington Rand, 315 Fourth Avenue, New York 10, N. Y.

Remington Rand



No Return Robert



or Better Business Bill.

Which are YOU? Business Reply Envelopes are just another item of supply to No Return Robert, but to Better Business Bill, Cupples "Personalized" return envelopes are an integral part of his sales effort. Bill knows that a colorful embossed return envelope will not get lost in the shuffle—that it will demand and get attention. Let the Cupples Art Department show you the difference a well designed Business Reply Envelope can make in your Returns.



a sample of a
Cupples "Personalized"
Business Reply Envelope.

Cupples
envelope co., inc.
680 Furman Street • Brooklyn 2, New York

SALES OFFICES • PHILADELPHIA • BOSTON • WASHINGTON

The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

Editorial and Business Offices

53 Hilton Ave., Garden City, N. Y.

Phone GArden City 7-1837

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Henry Hoke, Editor and Publisher

M. L. Strutzenberg, Circulation Mgr.

Henry Hoke, Jr., Advertising Mgr.

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A feature issue devoted entirely to a complicated phase of direct mail . . . written to help any business solve its mailing and production problems . . . to build a tailor-made system.

THE ONLY MAGAZINE DEVOTED
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

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THE TAIL OF A SHIRT . . .

Those fine broadcloths you wear make for *fine* paper, too! Rising purchases fresh cotton clippings — manufacturers' ends — to produce its rag fiber content. Selects pulp with the same care . . . drawing from only those sections of the country that are famous for pulp of highest grade. All the more reason why you can count on Rising Paper as . . . *Fine Paper at its BEST!*



If you're interested in letterheads, you should be receiving Rising's "New Letterheads of the Month" mailing . . . Just write "Direct Mail Service."



Fine Paper at its BEST . . .

comes to you from the **Rising Mill**



in the scenic Berkshires

RISING PARCHMENT (100% Rag) ★ NO. 1 INDEX (100% Rag) ★ RISING BOND (25% Rag) ★ PLATINUM PLATE (25% Rag) ★ LINE MARQUE (25% Rag)
INTRALACE TEXT ★ HILLSDALE VELLUMS AND BRISTOLS (25% Rag) ★ WINSTED VELLUMS AND BRISTOLS

Rising Paper Company, Housatonic, Mass.

Let's swap ideas

Match your advertising ideas with these—
and win a \$50 Bond!

**"Firecracker" proves
hot merchandising idea!**

The "firecracker" is one of the most novel and successful direct mail ideas we've seen—for announcing new lines or product improvements, as an invitation to conventions or for any kind of information you want to be sure is read by those on your mailing list. This gadget looks exactly like a firecracker—bright red, about 3 1/4 inches long, plus a "fuse." Your message, product miniature or sample fits inside, and the firecracker itself is enclosed in a small mailing bag imprinted with the words, "It's hot!" This device has caused no end of amusing stories; one man even went so far as to soak it in water before opening the cap. Certainly, however, we could have nothing but praise for an idea that has generated so much interest and response so inexpensively—whenever it's been used.

W. H. Watt, W. H. Watt Advertising Agency
Upper Darby, Pennsylvania

**FREE! 1001 ways to cut
printing costs!**

Would you like to own a booklet that contains practical suggestions for getting a greater return on your printing dollar?



A booklet written just recently—with ideas geared to today's printing problems? "More For Your Printing Dollar" is just such a booklet—available to you at no cost. It offers to buyers of printing, procedures for avoiding excessive costs and inefficiency in the planning of printing. It tells you how to "live with your printer and be happy"! For a free copy, write Room 999, Kimberly-Clark Corporation, Neenah, Wisconsin.

Don't let your colors overlap!

Worthwhile savings can be effected on short-run multicolor jobs such as car cards and store displays by planning the artwork so that your colors don't overlap



or touch. We have prepared car cards with as many as six colors that our lithographer has run with only two plates by the simple expedient of cutting the packing between color runs so that only the wanted portion of the plate will print in a particular color. This sounds elementary, but it is surprising the number of printing buyers and even lithographers to whom it seems to be an entirely new technique.

John C. Cummings, Production Manager,
Harrington-Richards, San Francisco, Cal.

Are you TBT? Chances are, you've often said "too busy to" when it came to the selection of paper for a booklet, broad-



side or report—and left the choice to your printer. But many advertisers have learned they can control printing prices and quality of reproduction by specifying the brand best suited to their needs.

Next time, *take time*. Look at precision-coated Kimberly-Clark papers. Compare them with all other brands, and make your selection on the basis of performance and price.

Saves money on ad reprints!

To reduce the cost of ad reprints where the quantity involved is small (around 300 copies) and where there is a minimum of halftones, I have my electrotyper pull a proof from the engraving directly on to paper multilith plate and usually need only one plate for the job. A second plate is kept on file. In this way, we save paper, cut printing costs and reduce storage space required for reprints.

George H. Kuhn, Advertising Manager,
Burdine Electric Co., Chicago, Illinois

**Do you have an idea to swap?
Tell it to Kimberly-Clark!**

All items become the property of Kimberly-Clark. For each published item, a \$50 Defense Bond will be awarded to the sender. In case of duplicate contributions, only the first received will be eligible for an award. Address Idea Exchange Panel, Room 999, Kimberly-Clark Corp., Neenah, Wisconsin.

Kimberly-Clark Corporation

NEENAH, WISCONSIN

Enamels and Coated Printing Papers

© KIMBERLY-CLARK CORP.

SHORT NOTES

DEPARTMENT

□ **IMPORTANT NOTICE:** This issue is different from our usual monthly round-up of articles and reports. The entire issue, except for a few short notes, is devoted entirely to one subject . . . similar to the treatment in October 1951. The idea of a complete outline on production and mailing problems has been kicked around for years. We've had many headaches in trying to organize what you now have. Perhaps not all of you are involved in production details . . . but someone in every organization should be interested in solving the problems created by rising costs in everything, including postage.

So please consider this issue as a sincere effort to give you the best possible advice. It's an outline for training production and mailing supervisors. Not a complete textbook. Just an outline. To get full value from it (and this is a **WARNING**) you cannot jump around picking up pieces or paragraphs here and there. You must start at the beginning on page 17 and go through to the end. And it's easier to absorb if you tackle it in two or three installments. Route it around your office to those who could profit by such an outline. When you and your associates have finished "How To Think About Production and Mailing" . . . please send us your comments, criticisms, corrections or ideas for improvement. We will try to incorporate your suggestions before reprinting the outline in booklet form. In the past thirty years this reporter has tackled some difficult jobs, but this one was the most troublesome. Hope the results are worth the effort. Next month . . . we will get back to our usual style . . . with another "How To Think" report not scheduled until October.

□ **THE FINAL MOVE** for The Reporter has been completed. For a number of years we've been printing the magazine at Clinton and mailing at South Lancaster, Massachusetts. But when we transferred our headquarters from New York to Garden City, Long Island . . . it seemed advisable to have all of our activities centralized. We hated to terminate close and friendly contacts with a printer who gave us wonderful service. Even the Post Office broke its back to give us the best possible handling. But the switch has finally been made and this is the first issue printed in Garden City . . . a hop, skip and a jump from the office. If anyone is hunting for an extraordinary small town printing connection for a regularly published trade or house magazine . . . we sure would like to recommend our Clinton friends and help them fill the void caused by our necessary move.

□ **THE 10% SURCHARGE** on purchases of fifty or more 2c postal cards has been repealed. Effective March 22nd. Publicity is a wonderful thing. Storm of protests about the silly, discriminatory regulation brought action from Congress. But it should have restored the 1c rate at the same time. Pos-

tal cards (compared with a letter) are not worth 2c. Although figures are not yet available . . . drop in usage must be terrific. One stunt being used by many clubs which formerly mailed weekly notices of meetings . . . cut frequency of mailings in half and put two programs on one card.

□ **COMPLAINTS** about poor handling of "Form 3547 Requested" are reaching us from all over the map. Seems like postal clerks in some sections are returning mailing pieces and forms improperly marked. Ad Manager Arthur Alexander, Tanners Shoe Company, 493 C Street, Boston, Mass., comes up with a good suggestion. Instead of removing stencil or plate from file and saying good-bye to a lost customer, he contacts the mixies by personal letter . . . to find that some are at same old "undeliverable" address . . . or that new address is easily obtainable and should have been supplied on 3547. One such mailing resulted in 40% returns, which means a big saving in valuable customers. Try this idea on a sample section of your returns before removing from list. Give us a detailed report on what you find out. We'll submit the evidence to Washington. Postal officials are honestly worried about situation. Recent



**"NO ROOM... NO ROOM!"
CRIED THE MAD HATTER!**

Why pay premium *office-space* rentals for your mailing-lists, addressing equipment and Direct-Mail personnel, the year around . . . why crowd your organization from January to December to make room for employees and mailing equipment that you use only a few days, or hours, at a time . . . when you can have all the *low-cost* room you need, **PLUS** an *instantly flexible* mailing organization, by transferring all your mailing operations to *Circulation Associates?*

No room? Even the Mad Hatter would say there's *plenty* of room in the 55,000 sq. ft. in which we maintain more than 20,000,000 stencils for many of the country's most active users of Direct-Mail . . . plenty of room for all the stencil-cutting, filing, addressing and mailing that you need . . . plenty of room for the accurate fulfillment of orders and subscriptions by *experienced personnel* who do nothing else from one year's end to the other! *Plenty of room*, in which we now handle part or all of the mailing operations of leading Direct-Mail users in almost every conceivable business, industry and service, *including your own!*

Solve *all* of your mailing problems, now and finally, by turning them over to *Circulation Associates*. Write, 'phone or wire *today!*

CIRCULATION ASSOCIATES

List Maintenance and Addressing • Speedamut, Addressograph and Elliott Stencils • Triple-Head Multigraphing • Offset and Letterpress Printing • Mailing Operations • Complete Direct-Mail Campaigns •

1745 Broadway • NEW YORK 19, N. Y.
Telephone Today - JUDSON 6-3530

America does business on NEKOOSA BOND



**Because it's better to
work with and the
best paper to work
on, you'll find more
and more letterheads,
envelopes and other
business stationery
on Nekoosa Bond...**



IT PAYS TO PLAN WITH YOUR PRINTER

Nekoosa BOND
MADE IN U.S.A.

NEKOOSA-EDWARDS PAPER CO., PORT EDWARDS, WIS.

Postal Bulletins have carried frequent notices that handling must be improved. Bulletin of March 20th was particularly strong.

□ **A PHILADELPHIA MAILER** recently received one of his permit business reply cards (postmarked St. Louis, Mo.) on which was imprinted in large red rubber stamp type: "Send all mail first class and keep the Post Office in the Black." Evidence has been submitted to postal inspectors who have been asked to determine whether some crank or a postal employee is removing return cards from undeliverables and conducting a one man crusade against 3rd class mail. If any Reporter readers receive similar cards, please send evidence to us immediately.

□ **REMEMBER** . . . third class bulk rates increase on July 1, 1952. The regular (not bulk) rate remains the same at 2¢ minimum for 2 oz., with 1¢ for each additional oz. The bulk minimum will become 1½¢ instead of 1¢. But the pound rate remains 14¢. Therefore, for your 1½¢ minimum you will be allowed to mail pieces of not more than 1 5/7 ounces . . . a heavier unit piece than under the old 1¢ minimum.

□ **SOME SILLY FIGURES** have been going the rounds . . . attempting to prove how much extra business you will have to do to counteract the 50% increase in 3rd class postage rates. Those who have questioned us about the publicized and exaggerated statistics have been advised to forget them. After July 1st you will be paying Uncle Sam just five dollars more per thousand on your 3rd class bulk mail. If you mail 50 thousand pieces a year, the bite costs you \$250 annually. If you mail 100 thousand, your postage cost is up \$500 for the year. Or \$5,000 extra for a million. By reading and acting on the report in this issue you should be able to save more than that. Suppose your pieces are costing six cents each, but 10% of your list is deadwood. You could save \$6.00 on the thousand by cutting out the waste on list alone. More than the increased postage. Or by improvement of technique, with better quality to a completely up-to-date list . . . you can increase sales much more than the postage boost. So don't be bamboozled by scare figures.

□ **POSTAL GUIDES** have now been published by practically all of the Envelope Manufacturers. Too many to mention individually . . . and they are all good. Some are in wall chart form,

others are booklets. Be sure your mailing room personnel has the correct information. Incidentally, we've been told that Railway Express Agency furnishes for free a list of all First Class Post Offices in the country (otherwise 25¢ at Government Printing Office).

□ **KANSAS CITY, MO.** had a successful first "Direct Mail Day" on March 17th. It will probably become an annual affair. Was primed by the Direct Mail Club and sponsored by local Advertising Club and the Sales Executives Club. Started with noon luncheon at which Lewis Kleid of Mailings, Incorporated, New York, was featured speaker. Concluded with an evening clinic with Jack E. Tillotson, president of Modern Handcraft, Inc. serving as moderator and a panel of experts consisting of Lewis Kleid, discussing mailing lists; Maxwell Ross, promotion manager for Look and Quick, on copy; Robert R. Maplesden, Burd and Fletcher Company, production techniques; John R. Funk, Supt. in Charge of Classification, Post Office, postal regulations; Paul Horstman, Art Director, R. J. Potts, Calkins & Holden, layout and illustration; Joseph J. McGee, Jr., vice president, Old American Insurance Co., testing. Attendance around 100. Those interested in staging similar "direct mail days" should contact Chairman Martin Baier of Tension Envelope Corp. 19th and Campbell Sts., Kansas City 8, Mo.

□ **REGAINING OR HOLDING CUSTOMERS** seems to be a popular subject. Articles in January and February Reporter caused many comments. Leonard Berry, Educational Director of National Retail Credit Association, 375 Jackson Ave., St. Louis 5, Mo., in praising the articles sent us a copy of the 287 page book, "Credit Department Salesmanship" published several years ago by NRCA. Price \$3.50. Plenty of good ideas in it for wooing customers.

□ **DISGUSTING AND DISGRACEFUL.** There's an outfit called Memento Associates operating in Long Island City, New York, which deserves (and gets) this negative publicity. They clip death notices from newspapers and "encase" them in plastic. Then the bereaved family receives a tasteless letter . . . along with the clipping, reply form and numbered stamped return envelope. A dollar is demanded for the clipping. If the money is not sent, a postal card follow up is mailed two weeks later with an open dun for the dollar. Two weeks later another open card dun. How long this goes on, we do not know as

we are reporting after the first two follow ups. The whole idea is a disgrace and should be stopped. The sorrowing family probably already has the clipping which isn't worth five cents, let alone a dollar. The Post Office frowns on the sending of unordered merchandise. It also more than frowns on the use of open postal cards for "collecting accounts." There is absolutely no obligation on the part of recipients to send a dollar or to return the clipping. Pass this word along to your friends who might get similar tasteless appeals.



□ ENVELOPE STUFFERS were given quite an airing at the March 7th meeting of the Industrial Advertising Association of New York, Belmont Plaza Hotel. A panel made up of two industrial advertisers and two of their distributors tossed around "What Do Distributors Think of Advertising." Most of the evening was devoted to direct mail . . . likes and dislikes, uses, etc. The value of envelope stuffers was highlighted when both distributors said they use all they can get; in every piece of outgoing mail. Many companies who should use "stuffers" or inserts . . . don't. Nearly all business letters are lighter than the 1 oz. for 3¢. A good informative insert or blotter gets a free ride.



□ MATTHEW P. ADAMS of Pasadena, California was mentioned in the February Reporter but before a copy could reach him, he had left this world. At one time Matt was the executive secretary of the Childrens Aid Society of New York, but for the last 25 years had lived in California, acting as a consultant in social service fund raising. He did much to raise the stature of his chosen profession . . . and he will be missed by his many friends.



□ A GOOD FISH STORY was told to us by Ad Manager James P. Duffy of The Genesee Brewing Company, Inc., Rochester 5, New York. Every year the company runs a fishing contest sponsored by Louis A. Wehle, Chairman of the Board. Now in its 7th successful year. Dealers are supplied with elaborate portfolios showing how publicity is handled and backed by space. Dealers in turn supply sporting goods and hardware stores, barber shops, boat liveries, bait shops and summer hotels with posters, attractive fishing guide booklets, and contest blanks for New York State fishermen. Prizes total \$5,135.00. This year, the company is distributing about a half million fishing guides (which, incidentally, is a darn good book for anyone interested in fish). It's a well rounded promotional job all the way through.

FROM AUTO-TYPIST FILES:

Let Ewald Mayer tell you...

"Direct Mail Results Up 300%" with Auto-typist



Sales Mgr.,
Safeguard Corp.,
Lansdale, Pa.

"The Auto-typist has saved us a great deal of available typing time," says Mr. Mayer. "Our payroll is unchanged, but the volume of letters sent out has been vastly increased."

Also: "Our direct mailing results increased three times over our mailings without the Auto-typist!"



Models To Meet Every Requirement



Model 5030

Operates any typewriter. Permits pushbutton choice of 5-20 different letters.



Model 5100

For smaller office. Automatic operation of any electric typewriter.

Auto-typist

Solves Steno Shortages

Here's how! Transfer all your routine correspondence to perforated Auto-typist rolls . . . let your Auto-typist automatically process each outgoing letter, retaining all the attention-getting qualities of an individually dictated and typed message. Sound easy? It is, and fast, too . . . one girl with Auto-typist equipment can turn out as many as 500 letters a day! Better find out about Auto-typist today.

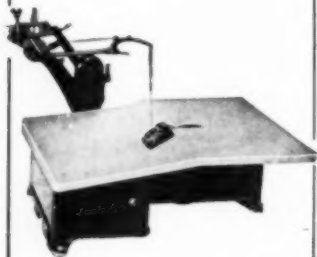
Mail this
Coupon today

for free Auto-typist literature and full information on the Auto-typist line.

AMERICAN AUTOMATIC TYPEWRITER COMPANY
614 North Carpenter Street, Dept. 24
Chicago 22, Illinois

Name
Firm
Address
City Zone State

**SAVE TIME
AND MONEY!
TIE BUNDLES
AND PACKAGES
THE EASY WAY
WITH THE FAMOUS
SAXMAYER
NO. 6 TYING
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient general purpose machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost. Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

DEPT. A

**NATIONAL
BUNDLE TYER COMPANY**

Blissfield,
Michigan

□ THE 27th ANNUAL EDITION of the Advertisers Rate & Data Guide is now available from E. H. Brown Advertising Agency, 20 N. Wacker Drive, Chicago 6, Illinois. This is a yearly service supplied free to business executives who request copies. Good selling.



□ INDUSTRIAL ADVERTISERS should be interested in a new book just released by Putnam Publishing Company, 111 East Delaware Place, Chicago 11, Illinois. Authored by DMAA member George Black, manager, Public Relations Division, The Cooper Alloy Foundry Co., Hillside, N. J. Title "Planned Industrial Publicity." Price, \$2.95. It is a practical guide for the industrial publicist . . . giving details for creating an effective publicity program; organizing it; putting it into operation, and evaluating its results. Covers much that is connected with direct mail, such as house magazines, press releases, product literature, etc. We like its 1, 2, 3, a, b, c, style. Makes sense.



□ A CENTENNIAL was celebrated by The Sorg Paper Company of Middletown, Ohio, with a special March issue of its house magazine. A 16 page, 9"x12" offset job in three colors. Old-fashioned and modern drawings picture the progress made in various American industries in past 100 years. Well done. Incidentally, did you know that you can buy annual list of *Anniversaries* from Lomo Consulting Service, 87 Barrow St., New York 14, N.Y.? Now available . . . names of all firms who will celebrate 25th, 50th, 75th, 100th (and multiples of 25) anniversaries in 1953.



□ CLEVEREST CALENDAR IDEA for 1952 came from our old friend, cartoonist Ray Thompson of 116 Greenwood Ave., Wyncote, Pa. We should have mentioned it before, but it was so interesting we took it home to show to friends and it was side-tracked. For his friends and customers Ray designed a 56 page, 6"x9" booklet, titled: "The Doodler's Diary for 1952." On outside 2 3/4" margin of each page appears doodles appropriate to the seven date spaces opposite. He may be able to spare an extra copy for readers of The Reporter. It's worth having.



□ JUDGES for the annual Direct Mail Leaders Contest have been announced by the DMAA. Roger Barton, editor, Advertising Agency Magazine and also editor, American Printer, will serve as chairman . . . with the following assisting: Helen Berg, vice president, Her

Majesty Underwear Co., New York; Frank Gerhart, advertising and sales promotion manager, American Type Founders, Inc. Elizabeth B. N.J., W. Parlin Lillard, sales promotion manager, General Foods Corporation, New York; Roy W. Tillotson, art director, Union Carbide and Carbon Corp., New York. Entry rules and forms can be secured from DMAA headquarters at 17 East 42nd Street, New York 17, N.Y.



□ A BROADER SCOPE. The Direct-Mail Advertising Association has become the 13th national group to affiliate with the Advertising Federation of America. The affiliation was made official at a meeting of the Federation's officers and directors on March 28th. Lester Suhler, vice president of DMAA, and subscription manager Cowles Magazines, Des Moines (also president of New York's Hundred Million Club) will join the 12 other national group representatives and the 23 other elected officers and directors in supervising activities and policies of the AFA. One of the first results of the new association will be a Direct Mail Session, Wednesday, June 11th, at the AFA's annual convention in New York's Waldorf-Astoria. John Yeck, DMAA director, will chairman the session.



□ CONVENTION NOTES. Last month we reported on the two General Chairmen for the Direct Mail Conventions in Washington next October. Both MASA and DMAA Boards held March meetings in the Shoreham Hotel . . . and members are enthusiastic over the facilities. Only fly in ointment . . . there may be a shortage of sleeping accommodations. More than a usual number have made early advance reservations. So if you are planning to attend conventions, write Shoreham Hotel to save you a room. Ferd Nauheim (see his article in March Reporter) has accepted job of Attendance Promotion Chairman. Expect some smart hallyhoo. Andy Gould, United States News, will be in charge of building the program. Boyce Morgan will chairman the Convention Steering Committee.



□ THE PAPER MAKERS ADVERTISING ASSOCIATION held their usual enthusiastic annual meeting on March 25th . . . during the National Paper Trades Convention in New York. Al Seares of Remington Rand was the featured speaker. Officers elected for following year: President, Edson S. Dunbar, Crocker-McElwain Company; Eastern Vice President, Eliot L. Wight, United States Envelope Company; Western Vice President, Tad R. Meyer, Neekoosa-Edwards Paper Company; Treas-



Striking Difference!

Typewritten work done on an IBM Executive* has the appearance of fine printing—perfect for repro copy! Every character is clear, distinct, uniform in color and weight.

IBM Electric Typewriters are available in a wide variety of type faces. The unique proportional spacing feature of the Executive Model permits perfect alignment of right hand margins.

No wonder printers find IBM's so helpful on so many jobs!

*Trade Mark



Electric Typewriters

INTERNATIONAL BUSINESS MACHINES

IBM, Dept. DR
590 Madison Ave., New York 22, N. Y.

☐ Please send descriptive folder on the
IBM Electric Executive Typewriter.

Name _____

Company _____

Street _____

City _____ State _____

No. 1 of a series

CHAMBERLAIN
DIRECT
MAILING

THE REPLY-O-LETTER

150 W. 22nd St., N.Y. 11, N.Y.

YES, I would

J. Kent
1234 River Rd.
Hometown, U. S. A.

Properly used, direct mail puts salesmen in a selling position, in front of people who can - and do - buy.

One of the country's outstanding users of direct-mail-to-all-salesmen is

Remington Rand

and it is more than a coincidence that they use Reply-O-Letter, have used it since 1937.

Here's one example - a timely release to a selected list of Electronic Engineers offering a Manual on recording requirements for CMP brought in 344 replies - better than 17%.

Others such as the New York Times, Air Reduction, Procter & Gamble, New York Life, Ransom House also are customers of long standing.

Their immediate aims may differ. But when they want inquiries, orders, or answers to questionnaires, the country's top advertisers turn to Reply-O-Letter.

We'll gladly send you samples and a copy of our booklet, "IT HAS ANSWERS HE NEEDED."

Sincerely,
The Reply-O-Letter

Phone nearest sales office - or write
REPLY-O-LETTER
150 W. 22nd St.
N.Y. 11, N.Y.

THE
REPLY
CARD
(or envelope)
IS
"IN"
THE LETTER

YOU'LL NEVER KNOW HOW GOOD YOUR DIRECT MAIL OFFERS REALLY ARE

Until you test their pull on Willa MADDERN recommended lists of direct mail and mail order buyers. These lists are producing record-breaking results for others . . . and they can do the same for you. Whether you need five thousand or five million names, we can get them for you . . . and you can bet they'll be responsive. Yet they cost NO MORE than ordinary lists.

Charter Member National Council
Mailing List Brokers

willa MADDERN, inc.

215 Fourth Ave., New York 3, N. Y.

Without obligation, send us complete details about more responsive mailing lists.

Name _____
Product or _____
Service _____ Offer \$ _____
Company _____
Address _____
City _____ Zn. _____ State _____

FREE ORCHIDS

Bring Spectacular Results

Using our Princess Aloha orchids, flown fresh from Hawaii, as a premium, a coffee company sold more in a test area in 8 days than had been sold all the previous year! If you are looking for a really unusual and fresh direct mail idea, write us on your business stationery and we will send our brochure, "Orchids For Pennies."

GRAHAM W. DIBLE

"The Orchid King"

Div. of West Adams Nurseries & Florists
Dept. 23, Dible Bldg., 8th & Wall
Los Angeles 14, Calif. - TUcker 2492

urer, R. F. Walter, Chemical Paper Manufacturing Company; Secretary, George M. Robinson, Mohawk Paper Mills, Inc. The Paper Makers Advertising Association has a membership of thirty paper mills whose brands are known around the world. Was organized 38 years ago . . . in 1914. The Association publishes the quarterly magazine and sample collection, "Direct Advertising" edited by Brad Stephens. It has done much to raise the sights of direct mail and all printed promotion.

□ **TRICKY OFFERS** are irritating a lot of people. One indignant and annoyed secretary wrote us recently describing her experience. The letter which caught her eye had one of those "tested", sure-pull openers about a valuable free booklet and the writer assured the reader . . . "I would like to send you a copy with my compliments." The secretary thought her boss would like the booklet. Only when she was signing the return card did she discover in small print that it was an order for a \$24. annual service. The letter completely evaded the price subject. We agree with the annoyed secretary. This kind of selling is too tricky. It is not honest. It may get a high percentage of response, but what about the loss of goodwill among the non-responders?

□ **ANOTHER TRICK** being resented is the "Urgent-Read at Once" type of letter. Particularly so when the same letter is used repeatedly to different lists over a long period . . . and when the same recipient receives the same identical letter for a stretch of six months or a year.

□ **SPEAKING OF UNUSUAL** Post Offices . . . two companies found appropriate mailing spots for timely St. Patrick Day promotions. Waltzinger, Inc., 2635 So. Wabash Ave., Chicago 16, Illinois used green tinted stock for letterheads, envelopes and return cards; green ribbon mutigraphing . . . and mailed the letters from Shamrock, Texas. Miller Printing Machinery Co., 1101 Reedsdale St., Pittsburgh 12, Pa., used a letter processed in green ink, enclosed a packet of shamrock seeds and envelopes were postmarked from Ireland, West Virginia. Little touch . . . two green 1c stamps. File these ideas for future St. Patrick Day tie-in stunts.

□ **ANOTHER TIMELY STUNT** . . . Filene's in Boston mailed a picture postcard of Trafalgar Square, London, England to customers of Men's Shop. Printed on message side was reproduced

handwritten note from manager of Shop . . . touring Britain for latest fashions. Cards were addressed in same hand and shade of blue ink. Made a big hit with recipients.



☐ **THE DIRECT MAIL STORY** is getting around. The February 1952 issue of *The Hearing Dealer* (104 East 40th St., New York 16, N.Y.) carried a digest of some of Joe Russakoff's Reporter articles for "small business." Incidentally, *The Reporter* is cooperating with editors of trade magazines in many fields . . . feeding them information which they can pass along to their readers which we cannot reach. That spreads knowledge about direct mail.



☐ **HORIZONS** is the name of a house magazine published exclusively for stockholders. Are there any more like it? We don't know. General Mills, Inc., 400 Second Ave., S., Minneapolis 1, Minn., started it five years ago to keep stockholders interested in and informed about the company. Comes out four times a year. Three issues devoted to general information; the fourth to the annual report. Recently changed size to 6" x 9". Four colors are used on covers and center layout. No article runs more than two pages. It is a superb job of intelligent public relations . . . far better than a single elaborate statistical report once a year.



☐ **HOW TO LOSE A SALE:** The advertising manager of a publishing firm producing three family magazines recently airmailed a letter to prospects about special April issues. Inside the sealed envelope with the urgent high-pressure letter were two poorly conceived and confusing circulars, three rate cards and an order form. What burned up recipients? There was a postage due charge of 6¢. Adding to confusion: the postage meter advertising indicia listed three entirely different magazines than those described in the enclosures. Somebody must be staying up nights trying to figure ways to make direct mail fail.



☐ **PRIZE LETTERS** are sometimes not prize letters. Harry Beard of J. B. Lippincott Co., E. Washington Sq., Philadelphia 5, Pa., sent us a shocker he found in a financial magazine. Prizes are being offered each month for "outstanding letters." "One which made fifty bucks for the writer was a four paragraph affair consisting of exactly 188 words with only seven sentences. That's averaging about 27 words per sentence. And

The letterhead paper you'll find in offices where decisions count!

COCKLETONE BOND

Leaders in the world of finance—men whose judgment helps determine America's investment in the future—know the importance of selecting the proper letterhead paper to represent them. It is in the offices of such executives that you find Cockletone Bond today. They have discovered in this paper not one, but *all* the qualities they want—the firm "heavy" feel, lively crackle and snap, the rich shade of white to lend dignity and impressiveness to their business messages.

You can obtain business printing on Hammerrill papers wherever you see this shield on a printer's window. Let the Guild sign be your guide to printing satisfaction.

SEND THIS COUPON for the FREE *Cockletone Bond Portfolio*. It contains a wide assortment of good, modern letterhead designs. You'll find it helpful in improving or redesigning your present letterheads. We will also include a sample book of *Cockletone Bond*.

Hammerrill Paper Company, 1621 East Lake Road, Erie 6, Pa.

Name _____



Position _____ (Please write on, or attach to, your business letterhead.)

TR-APR

LOOK FOR THE *Cockletone* WATERMARK

A BREAK FROM UNCLE SAM



Business Reply Form Envelopes still 4¢ per oz. — now only 1¢ differential over cards — for greatest returns choose envelopes.

Bulk Third Class — Only 1½¢ as of July 1st, still less than new 2¢ postal card. (and only 1¢ minimum until July 1st)

Quality Replies best from envelope mailers and furnished reply envelopes. Now, there is but slight premium on quality mailings. Insist on Shepco Mint-E-Seal® flavor flaps and quality printing.

Supplier: Sheppard Envelope Co., One Envelope Terrace, Worcester 4, Mass.

Idea File #522*



What a difference an envelope makes! Watch those return percentages climb when you use quality imprinted envelopes and furnish Mint-E-Seal business reply form envelopes with your mailing. You can actually save money on a bulk third class envelope campaign with business reply envelopes over the old double reply card device — and get more replies — thanks to Uncle Sam's new postal rates.

* If you're not on Shepco's Idea mailing list, your name on your letterhead, in an envelope, of course, will bring you new ideas in envelopes every month.

MINT-E-SEAL® Envelopes
by
Sheppard
ENVELOPE CO.

ONE ENVELOPE TERRACE • WORCESTER 4, MASS.

New York: 1133 Broadway — Algonquin 5-1923

Cleveland: 16300 Van Aken Blvd. Shaker Heights 20 — Washington 1-3188

Rochester: 414 Cutler Bldg. — Baker 5279

in the whole mess . . . only two commas, four dashes and a question mark. Liberally sprinkled with we's and that's. If such letters are held up as prize examples . . . how can we expect letters to improve?



□ **FOR A UNIQUE CATALOG . . .** write to The Country Bookstore, Noroton, Connecticut for its 1952 edition. 32 pages list and describe in homey fashion books and pamphlets concerned only with country living. We've seen nothing quite like it. Most of the business is conducted by mail.



□ **NEWSPAPERS** around the country made quite a story of a mailing mishap during February. Pictured the tiny Post Office at Wheeler Springs, California and showed how Postmaster George Fleagle had to hand stamp something like 11,000 pieces of mail which had to be returned to a publisher because Wheeler Springs has only 50 boxholders. A friend of this reporter visited the Postmaster for us to check on the story. It was partly true. A mailing clerk for one of the world's largest publishers made a mistake in labelling outgoing bags. The bags intended for 188 smaller Post Offices in Louisiana were incorrectly labeled Wheeler Springs.



The Postmaster didn't have to stamp the individual pieces for return. The publisher in New York was contacted by long distance. Arrangements were concluded quickly to forward the packages to Louisiana Post Offices. That's all there is to the story . . . except our reporter raved about George Fleagle's

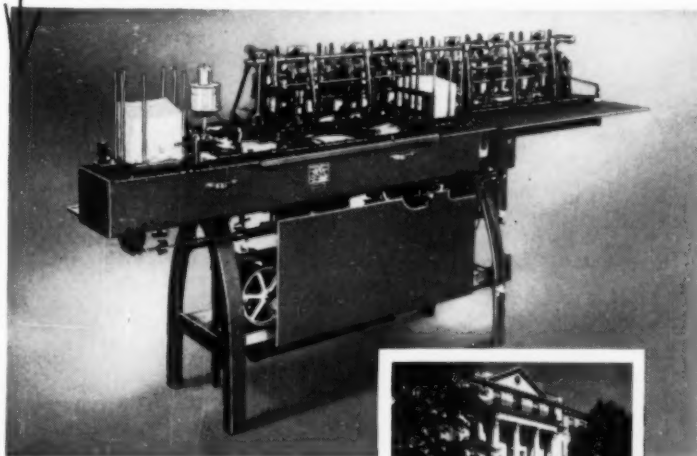
(Continued on Page 58)



it cuts your mailing costs $4\frac{1}{5}$!



THE INSERTING AND MAILING MACHINE



• • • Formerly took a battery of clerks. • • •

The dry, steel fingers of the Inserting and Mailing Machine always are nimble, clean and spotless. This Machine never watches the clock or suffers from 4 o'clock fatigue. It just keeps clicking along, never demanding pay or praise, always keeping its promises . . . performing seven labor-saving operations in snappy sequence, never a snafu. Three or four ordinary so-called "mailing" machines wouldn't combine this Machine's multiple operations. Press the button and in 10 to 20 hours you can get out 50 to 100,000 mailings, 6 inserts each, for example. The Inserting and Mailing Machine does the work of 12 to 20 clerks and gets the mail out 20 times faster. We proved it to Macy's, Standard Oil of Indiana, GE, RCA, AT&T, Beechnut, Doubleday, Reader's Digest and thousands of other companies, large and small, in every line.

See a Test Run of one of your OWN mailings before your eyes. Send us a sample set of one of your mailings, including envelope and inserts, also quantity usually mailed. We will tell you the conditions under which TEST will be conducted. Write for the facts today.

THIS COUPON might save your company thousands of dollars yearly by cutting $4\frac{1}{5}$ ths off your mailing costs

Inserting & Mailing Machine Co.
Phillipsburg, New Jersey

I would like to Test the efficiency and economy of the Inserting and Mailing Machine Method. Enclosed is a sample set of the inserts and envelope to be handled, also quantity. Advise where and when the Test Run will be made so that I may observe it.

Individual _____
Firm _____
Address _____
City _____ Zone _____ State _____

**INSERTING & MAILING
MACHINE COMPANY**
PHILLIPSBURG, NEW JERSEY

①ATHERS ENCLOSURES

INSERTS INTO ENVELOPE

SEALS ENVELOPE

PRINTS POSTAGE INDICIA

COUNTS & STACKS



NEED A NEW STAR SALESMAN?



YOU CAN HIRE TENSION ENVELOPES FOR A FEW CENTS A DAY!

Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

TENSION ENVELOPE CORPORATION

522 FIFTH AVENUE
NEW YORK 36, N. Y.

8001 SOUTHWEST AVENUE
ST. LOUIS 10, MISSOURI

129 NORTH 2ND STREET
MINNEAPOLIS 1, MINN.

1912 GRAND AVENUE
DES MOINES 14, IOWA

19TH AND CAMPBELL STS.
KANSAS CITY 8, MISSOURI



EIGHTEEN CHECKERS FOR SOLVING YOUR PROBLEMS

HOW TO THINK ABOUT MAILING AND PRODUCTION

by Henry Hoke

The purpose of this report is to give you, newcomers and old timers alike, an orderly method of thinking about the complicated phases of direct mail . . . production and mailing.

In the October 1951 Reporter we gave you a study outline on "How to Think About Direct Mail." (The formulas for analysis, planning and writing.) This is a supplement to that report . . . extending the suggestions covered originally in a single column. (Section Five—"Conclusion.")

It is NOT the purpose of this report to show you how to go into the printing or the lettershop business. But it should help you to analyze whether (as a user) you should do some, all or none of your production and mailing work. It is NOT the purpose of the report to give you a complete textbook on all the ramifications of production and mailing. But something like this has been needed for a long, long time . . . a guide for buying or supervising production. We've had many requests for the answers given here. We've tried at times during the past

five years to employ someone in the production field to cover the subject in a down-to-earth manner . . . without success.

So . . . because of rising costs, because of the loose talk of what increased postage rates will do to direct mail . . . we will tackle the subject as a Reporter project with nothing to guide us except thirty-two years of close association with the business.

We'll try to keep the outline as short and untechnical as possible . . . but complete enough to show you how simple it is to counteract increased costs with more economical or effective production.

Some of this will probably be kindergartenish to hardened old timers who play with millions of pieces . . . and who NEVER make mistakes. But there is a constant parade of newcomers in the business world . . . folks who haven't been told how to think about direct mail.

If this report does not save you many times the cost of your subscription to The Reporter . . . ask for your money back.

Let's go. Here's "How to Think About Production and Mailing." We hope we won't tread on too many tender toes or deflate too many sacred cows.

Analyzing The Production Problem

Any discussion of direct mail production is difficult because no two cases are exactly alike. Direct mail — the production and mailing of it — is a maze of details. The systems which apply to, or which are of interest to, a large mailer will usually not be suitable or practicable for a smaller operation.

I've often been asked: "Where can we get a standard plan for laying out a direct mail production (or mailing) room?" There isn't such a thing. No single manufacturer produces and sells all the equipment, furniture and supplies needed in a well-planned mailing department. So no one has ever put all the miscellaneous units together in suggested plans.

What we are attempting to do here is . . . devise a fairly simple method of *thinking* about production and mailing problems so the outline can be used for training supervisors and for determining what is most practical in each individual case. From the smallest to the largest. We can hardly expect that everyone will agree with our findings. But we'll at least try to keep most of you out of trouble.

The greatest danger in direct mail production . . . the largest source of wastage and inefficiency . . . is buying before planning and investigating. But most production units have started that way. Even in lettershops. (I know . . . because at one time I was one of the worst culprits.)

An enthusiastic neophyte becomes intrigued with a new machine displayed at a business show or convention. He buys it. "Boy, will we save a lot of money!" The machine arrives. "Where will we put it?" "Back there in the corner, next to the wash room." Then he finds he needs supplies to feed into the machine. "Where will we store them?" "Hells, bells! Use those empty shelves behind the cloak room." (About a block away.)

Next he discovers the new equipment isn't practical without a folder or a metering device or something. So a salesman is called in. A hurried purchase made. Put the new unit on

the table over by the window . . . looks fine there. Let Mary take care of it. And from there on the production department grows by frantic and disorderly steps. With part-time and inexperienced workers adding to the confusion. That's how it happens in most business. A gradual multiplication of errors which result in time and money losses far exceeding the increases in postage rates.

To think sanely about production and mailing problems . . . you must really *think* before you buy or move or act.

In "How to Think About Direct Mail," I warned against *pencil pushing*. Too many people, when faced with the problem of writing an important sales letter, start with a pencil. Start writing. That's putting the cart before the horse. The first job is to start planning, organizing facts, determining a formula for the approach . . . the "pitch".

The same principle applies here. Before deciding on anything about production and mailing . . . you need study and planning. This is an outline to show you *how to study and plan*.

I have always emphasized (to students) that it would be impossible for any one person to learn everything about every phase of direct mail. Many men spend a lifetime getting acquainted with, or becoming an expert in, just one division of production—such as, paper, envelopes, ink, engraving, or one phase of the printing industry. It is not possible or necessary to know *everything* about production . . . but every direct mail creator will do a better job if the basic principles are known or understood.

In every organization which uses the mail for promotion (no matter how large or small) *someone* should be assigned to study methods of processing or of constructing ideas into the physical forms which eventually reach the customer or prospect. In a small office with a few employees that *someone* may have to be the president or owner. In a slightly

larger outfit, it could be the office manager. Or in different strata the advertising or sales manager, or a production supervisor.

Someone in your organization *must* know how to think about production . . . whether you are mailing only 500 letters or pieces a month, or 5,000, or 500,000 or a million. If you do not have that *someone* in your organization . . . get them, train them. Have them study or review the following steps:

A SUGGESTED OUTLINE FOR STUDY

FIRST. Everyone interested in direct mail production should have some acquaintance with *motion study*. Basically, direct mail is a combination of many intricate motions. Your final unit cost per piece will be seriously affected by unnecessary and costly motions. Routine correspondence, for example, costs (according to the statisticians) from 75¢ to \$1 per letter (including dictator's time, clerical help, overhead and supplies). A slight change discovered by motion study may save you many valuable dollars. One counselor induced a client to eliminate the long name of company at bottom of letters (already on letterhead). Saved typists million of strokes per year. Unnecessary motions along the entire production line may be adding fractions of or whole pennies to each form letter . . . either in planning the work for your printer or lettershop, or in your own mailing room.

So, first expose yourself to motion study. Go to the library and ask for original books written by Frank B. Gilbreth, who died in 1924. His "Motion Study" and "Primer of Scientific Management" (both published by Van Nostrand) are still the safest and simplest explanations of how to go about eliminating useless motions in production. Any kind of production.

If you want a tougher analysis, dig up some of the original works of Frederick W. Taylor ("Shop Management" published by Harper's) who was one of the earliest exponents of analyzing motion. You don't have to learn all the complicated formulas but you can absorb the principles quickly . . . so that you can plan direct mail production or supervise it with the fewest possible delays and the least waste.

To get into the swing of it . . . you'll have to practice motion study yourself, in your daily chores. You'll try to shorten the length of each hand

operation to get things done more quickly. Instead of a ten-inch reach from a pile of folded letters to stacked open envelopes . . . make it two inches, or the most convenient.

Or . . . practice motion study if you are hand-signing a large amount of letters. Keep changing relative position of stack of unsigned letters with those signed so that you shorten the motions of reaching for new sheet, signing and removing. Or shorten to signing on small stack of letters . . . sign, remove with other hand and start signing again before top sheet is entirely removed. You'll be surprised how much time you can save by simple little experiments. If you practice these motion-saving operations yourself . . . then you'll be in better position to tell others how to do their motions quickly, neatly and economically.

For instance, I visited a friend's office one Saturday morning. He had to get out an important 40-sheet bulletin (produced by a lettershop and delivered uncollated), and had brought two girls in especially to get out this rush job. The girls had stacked the piles of sheets along the service counter, which was too short and required two rows. To collate the job, the girls were walking around and around the counter—picking up the sheets as they walked, and depositing the finished collection on a separate table. Right behind them was a Pitney-Bowes incoming mail sorting rack. I showed them how to put the sheets in the rack in 1-2-3 order and stand in one spot while they collated rapidly. They were through with the job in less than half the time they would have taken. Just a simple application of motion study.

Later, on another visit, I was pleased to see that the boss (after that first experience) had bought his girls an inexpensive but efficient piece of collating equipment.

The possibilities in motion study are unlimited. Practice it. It will make the other steps of study much easier.

SECOND: The next step for this *someone* who is studying direct mail production is . . . develop or intensify your *power of observation*. That may be a clumsy description of it . . . but "being observant" is a very important trait or characteristic. Some people have it . . . others do not. If you are not naturally observant, you won't be much of a success at analyzing production and mailing problems. I doubt if any book will, or



ART WORK BY MAIL

For two years I have been using small ads in the Reporter to find out if you would like to work with me by mail. I had been making a daily trip to my studio in New York and the plan of working at home made sense to me. You have approved the idea so heartily that I have built a studio out back of the house (shown in drawing above) and am now prepared to give you better service. What kind of art work do I do? Well I have a booklet for you showing the work I do. I give your art work my personal attention. No staff. If you want overnight work and tons of it I am not your man. But if you think your mailing pieces are not doing the job they should and would like me to give them thoughtful, experienced suggestions I would be glad to hear from you. If you will write on your business letterhead I will be glad to send you a free booklet of samples showing a variety of mailing pieces which I have designed and illustrated. Incidentally this booklet was given a Best of Industry award by the Direct Mail Advertising Association.

"We found your service FAST . . . and your work very satisfactory. The job you produced for us not only sold a very profitable quantity of Advertising Pieces . . . it also brought us some nice comments." JACK FLANIGAN, PRESIDENT, DISTINCTIVE ADVERTISING SERVICE, ALBANY, NEW YORK. "Thanks for letter July 10th and the excellent Almanac cover, finished drawing" LANCASTER COUNTY SEED COMPANY, PARADISE, PENNSYLVANIA. "Your rough arrived in the morning mail and I had it approved by 10:30 in the morning so I need not tell you that I liked it and the customer liked it" ARTHUR MAYERS, ANGELUS PRESS, LOS ANGELES, CALIFORNIA. "Congratulations on the excellent pen and ink drawing you recently prepared for me. I am more than delighted with your illustrative art service with its painless rates" C. D. CRADDOCK, BUSINESS DEVELOPMENT, SALT LAKE CITY, UTAH. "Thank you for the excellent drawing. The sketch has eye appeal. It is modern—up to the second in style and quality" WALTER HANSON, HANSON BUSINESS MACHINES CO., CLEVELAND, OHIO.



WRITE FOR FREE BOOKLET OF SAMPLES

RAYMOND LUFKIN

116 West Clinton Avenue, Tenafly, New Jersey

...you can't tell it from PRINTER'S TYPE !

AND YOU SAVE MANY DOLLARS IN TYPE-SETTING COSTS

Now you can prepare your own type originals for reproduction by photo-offset or any other economical duplicating method. The result is pleasing legible type-matter with even margins and correct spacings... a type composition job any print shop would be proud of. *Your typist does it...and your savings multiply with each job...from an office form to a catalog.*

HUNDREDS OF INSTANTLY CHANGEABLE TYPE FACES

A wide choice of types...all in one machine...Bodoni, Garamond, Bookman, etc...in all sizes from 6 pt. to 12 pt...with matching italics...and in foreign languages, too!

(This Ad was
Vari-Typed)

JUST LOOK AT THIS TYPE....! Same as it was all produced on this machine simply by typing the characters as you would on an ordinary typewriter. Now can you tell it from regular expensive typesetting. *And types are changeable, too.*

Think of all the savings possible by doing



Vari-Typer

RALPH C. COXHEAD CORP.
780 Franklin Avenue
Newark 5, N. J.

Please send me Vari-Typer Booklet # A6.

Name
Company
Address
City Zone State

could, help you. It's a matter of practice... making photographic mental pictures of what you see and then putting the pieces together in 1-2-3 fashion.

"Parlor games" have been built on this idea. Taking a group of people into a room... giving them five minutes to study a collection of many unrelated objects on a table or wall... then giving a prize to person able to list or describe the greatest number of objects. That... is training in observation.

One of the most helpful courses I had at the University of Pennsylvania was considered a soft snap. No final examination. Every Saturday those enrolled took a trip under guidance of the professor. We went through factories—such as food processing, shoe, clothing and machinery manufacturing. That was way back in the days when people actually worked on Saturdays. During the school year, the professor picked factories which illustrated all the different types of production flow... straight line, assembly, gravity, etc. We started at the beginning and wound up at the end with a guide telling us what was cooking. All we had to do was... observe. We could make notes if necessary... but it was better not to waste looking time with pencil and paper work. By the following Wednesday each one of us had to file a complete report on what we had observed. We could criticize anything we didn't like. Our marks were based solely on the thoroughness of our descriptions of the flow of production; the accuracy of our recording of photographic mental pictures; and the logic or soundness of our criticisms. Such training comes in handy in analyzing any production problem.

Years later, I was walking one day through an extensive mailing department, just visiting and looking. From force of an old habit, I happened to spot an operation which didn't look exactly right. A simple thing right under the noses of experienced supervisors. A brief investigation caused a change which resulted in a saving of more than \$25,000 annually on the total mailing costs.

I don't know how to tell you to develop this trait if you don't already have it. You can develop it only by practice in making mental observations... coupled with your knowledge of motion study. Try it in your own plant or office. Or visit other plants and offices. In your own office start with the receipt of

the mail. What happens? Who gets it? How is it opened and distributed? How are orders filled or inquiries answered? What happens to the names? Who analyzes the records? How is stock kept? Who knows whether right amount of postage is being used? What's the normal flow of work from here to there to that? Practice observing and then reporting to yourself either by notes, text or flow charts. Do this... then some of the suggestions we'll make later on will be easier to follow.

THIRD: The next step for this *someone* who is saturating himself (or herself) with production and mailing know-how is to learn (or relearn) everything possible about all production phases. There are only three ways to learn direct mail production. In order of effectiveness, they are:

1. By actual manual work in one or more divisions. (Such as working in a printing plant or lettershop.)
2. By visitation. (Making a scheduled series of trips through every type of plant.)
3. By reading. (But that is the most difficult.)

Scientists tell us we remember least the things we hear. Next longer, the things we read. We remember longer the things we see. And we remember longest the things we see and hear. So, depending on your background in direct mail, it is up to you to decide how you will go about getting grounded in production knowledge and to what extent.

Under (1) above... if you have the time or the opportunity, do some manual labor in a production shop. It may be just in the mailing room of your own office. Learn to run the folding machine, the multigraph, or the postage meter. Insert letters in envelopes. I realize hardened old timers can't take time to do this if they haven't already done it. They might get their hands dirty, too. But just remember... in the postal service, many top executives (who have come up through the ranks), even though not required to do so, go to the distribution racks once in a while and sort mail, just to keep their fingers on the pulse of the operation. Most executives would be better executives if they knew how to run some of the machines surrounding them. Or knew what makes them run.

If you are a beginner . . . by all means try to get the feel of direct mail production by doing actual physical work. Even if you will devote your life to writing copy . . . learn by actual contact what happens to the copy you write before it reaches the persons you direct it to.

Under (2) above . . . make a definite schedule for visitation. Use all your natural or developed powers of "photographic memory." Observe. I've talked to many people who were floundering around in direct mail and I've found they had never been through a paper mill, an envelope plant, a type foundry . . . and sometimes not even a print shop. You creators cannot know everything, but the more mental pictures you have of all the ramifications of direct mail supply and production . . . the better your work will be.

So plan your schedule something like this:

A. Paper Mill.

See the whole works from log chopping or rag sorting to the finished sheet which some day you will hold in your hand, admiring the creation of your own brain-child. Many mills arrange tours and are glad to have visitors. If you cannot visit a mill, there are motion pictures available. Ask your paper merchant to arrange for a showing. Learn all you can about the different kinds of paper. Paper is the foundation, the irreplaceable element, of all direct mail.

B. Envelope Manufacturer.

You won't really appreciate envelopes and all the ramifications of buying them until you see a plant in actual operation. There should be one located near you. The boss will be glad to arrange a tour and load you up with valuable informative pieces for your idea file. You'll learn why some envelopes cost more than others; why it pays to anticipate your needs and place orders for larger quantities at one time.

C. Type Foundry.

You'll never know all there is to know about type (and I doubt if it's necessary). But you'll appreciate type a whole lot more if you go through a foundry, such as American Type Founders at Elizabeth, N. J. In case you fail to make such a visit, you may be able to see the film on type-making produced by A.T.F. Be sure to get for your idea file the type books offered.



make you more productive

Old Tavern
gold and
platinum



Whether you're wooing a maid for her hand . . . or wheedling a woman to reach for a product . . . sparkle in your sales pitch produces results!

Old Tavern Gold and Platinum papers give packages, labels and mailing pieces the sparkle that sells, a smart dignity that indicates quality.

Fine line or halftones, bold, powerful open-face modern as well as light, delicate serif types take to Old Tavern with equally excellent results.

Next time you're wooing a maid, or urging a customer to pick your product . . . put sparkle in your sales story with Old Tavern Gold and Platinum Coated Papers.

McLAURIN-JONES CO.

MAKERS OF FAMOUS WARETONE MIRROR FINISH PAPER,
GUARANTEED FLAT GUMMED PAPERS,
RELYON REPRODUCTION PAPER AND WARE POSTCARD

BROOKFIELD, MASSACHUSETTS Offices in: New York — Chicago — Cincinnati — Los Angeles

Mills located at Brookfield & Ware, Mass. — Grand Rapids, Mich. — Homer, La.

put 'er here,
partner!



500,000 Mail boxes in the United States are your partners in the fight against cancer.

A contribution addressed to "Cancer" in care of your local post office will help guard your family, yourself and your community.

Next time you see a mail box, "put" it there, partner! . . . as generously as you can.

AMERICAN CANCER SOCIETY

Here is my contribution of \$ _____ in support of the Cancer Crusade.

Name _____

Address _____

City _____

State _____

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

5,000,000 60 and over Prospects

Specially built at large investment. Mostly men 60 and over — America's rapidly growing mail order market. One-time potential. Huge potential. Can be tested by states.

Write today for Free Bulletin RE-3a on how to reach the 60 and over market to bring you new mail order customers in volume.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 16, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

SALES LETTERS

that keep prospects interested between salesmen's calls

Send for FREE Sales Letter Outline

ORVILLE E. REED

First National Bank Bldg., Howell, Mich.

D. Ink Manufacturer

This is not absolutely necessary, but you'll pick up lots of ideas on such a trip. You can get valuable material on the use of colors.

E. Typographer

Visit one of the specialists . . . any member of the Typographers Association. You'll get a better appreciation of what can be done with type . . . the difference between good design and sloppy workmanship. It's a debatable question though, just how deeply the direct mail creator should delve into a study of type. Life is perhaps too short to learn all the faces and how to use them.

My advice to the average direct mail student is to learn type by visitation and experience, but to leave the intricate details to the experts who have devoted a lifetime to them. But you must learn to appreciate or evaluate good or appropriate typography.

F. Engraving Plant

This should be a must. It's entertaining, too. If you have a friendly engraver, he'll teach you many tricks which will save money in these days when rising costs are upsetting your budget. You will learn why it pays to standardize, for example, on square halftones . . . or lay out your required pictures on one sheet so that several plates can be made with one shot . . . later cut apart.

G. Electrotypier

Although not absolutely necessary, you'll get a few more ideas. And your "feel" of direct mail production will be more complete.

H. Letterpress Printer

Stand behind the linotypes and watch them work. See the hand composition, proof reading the make-up, the press make-ready, the press run, the cutters, the bindery operations, the stitchers, the mailing or delivery departments. The more you understand these operations, the better you will be able to plan. You'll buy more intelligently by helping the printer eliminate costly motions. Get it fixed in your head . . . *motions are money.*

I. Lithographer

(You may find the letterpress printer and lithographer in one plant.) See the camera room, the negative retouchers, the line-up tables, the plate burning and finishing, the presses . . . and the steps from there on. (Note: You might possibly add gravure plant.)

During your visits to the letterpress

printer and lithographer (H and I below), you should definitely establish in your own thinking the differences between, and the advantages or disadvantages of, each of the printing processes.

Nothing annoys me more than to hear arguments over the relative merits of one method of printing over another. One national advertiser (an engraver) irritated nearly everyone in the graphic arts field by constantly harping that "letterpress is the only dependable form of printing because it was the first." Another pet annoyance I have is when advocates of offset loudly insist that their method must be called "lithography" and not printing. No wonder the average printing buyer is confused.

The trend in the printing field is toward "combination plants" . . . and it's a good trend. When the customer can have the choice, under one roof, of all the processes . . . there won't be so much axe-grinding selling. Too many times the customer is induced to use letterpress (or offset) solely because the printer specializes only in that one process. The buyer of printing, or the production supervisor, should have the processes clear in his own mind.

There are four basic methods by which you can put ink on paper:

1. Intaglio Printing.

This is best known as engraving, but also includes gravure. The image is cut, or burned, into the metal surface. The ink is deposited into the depressed area. The smooth surface is wiped clean. The ink is forced onto the paper by pressure of rollers on the press. It is expensive for letterheads, calling cards, etc. But when "class" is demanded, engraving is the thing to use. There are substitutes, such as thermography, which (by heat and chemicals) raises a flat printed impression to look and feel like engraving. Most of the gravure you see is in the Sunday Rotogravure Section of the newspapers. But large advertisers, particularly department stores, are using more and more gravure for fashion booklets.

2. Relief Printing.

This is just the opposite of intaglio. It's commonly called letterpress printing. A raised surface (above the plane of the metal base) is coated with ink, and the ink is forced onto the paper by pressure. (A multigraphed letter or an addressographed envelope can be classified as relief printing because the impression is made from raised

type which gets its ink from an overlaid ribbon). You should learn from your printer all the advantages and disadvantages of letterpress. If some of the illustrations, for example, are to be used again (or parts of your type matter), it would probably be better to stick to letterpress. Many arguments.

3. Planograph Printing.

This is exactly between the above two. It is lithography, or offset. Planograph is printing from one plane to another plane. An image is photographed or written on a plate. When this plate is placed on the press, moisture prevents ink adhering to anything but the image. The image is transferred to a rubber roller, which takes over the ink from the plate and transfers it (by a "kiss" and not pressure) to the paper. The paper never touches the original plate.

One of the clearest and most humorous descriptions of the difference between letterpress and offset was written by Hubert Foster in the Mead Company house magazine, "Better Impressions." It's worth reprinting here for the records. Should make the whole thing clear . . . and easy to remember.

THAT, MR. G. D. IS LETTERPRESS

It was a typically quiet forenoon at the Zadig Bros.' famous printing office, when in burst old G.D., president of the Gum Dum Candy Corp.

"I just wanted to see what you birds are doing with my labels," he shouted, casting his imperious eye around the modest premises.

"And to begin with, what is the difference between offset lithography and plain, ordinary printing?"

"That," said the Zadig Bros., beckoning to Miss Gleep (upon whose lovely form old G.D.'s eye had unnecessarily hesitated), "is very easy, but very important."

"As you have doubtless observed, Miss Gleep prepares the surface of her lips with a heavily pigmented paste, much in the way that the surface of ordinary type is inked for printing.

"Now, if Miss Gleep were to press those lips against any fairly flat surface, a man's left cheek for instance (Miss Gleep obliged), the lip-design would remain."

"I begin to understand," said G.D., pulling out a large, snowy, white handkerchief.

"Now," continued his mentors, as G.D. carefully pressed his hankie to his cheek, "if you press another surface against that first imprint, that same design prints back again, and that is offset printing."

Here, G.D. held up the white linen with the red lips displayed in the center.

"The advantages," said the Zadig Bros., taking G.D. by the arms, and leading him firmly toward the press-rooms, "are that, by using a rubber blanket for the surface that offsets, or prints back, you can print on all kinds of rougher artistic papers on which rigid type would not print.

"The effect is smoother, softer.

"The rich, pastel shades of your fourteen crystal flavors are carefully matched."

Here they stopped to watch a proof-press, inking and printing the final color onto beautiful Gum Dum package-labels.

"Most important of all," said the senior Zadig, "the final printing is of a character that fully represent the prestige of such businesses as yours. Of course, that is also true of Zadig's letterpress printing. That is why so many prominent businessmen prefer the printing of the house of Zadig for their folders, circulars, envelope-enclosures, catalogs, calendars, and other advertising pieces."

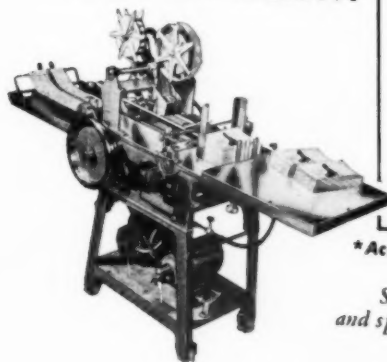
"I must make a note of this," said Mr. Gum Dum, as he took samples of the trimmed label-prints and started for the door.

And, taking a little black book, he wrote down very carefully in big letters:

ZADIG BROS.—
Offset and Letterpress Printing

And then, down at the bottom, where hardly anybody would be apt to notice it: "Miss Mabel Gleep."

**One production
method that
will help you
beat rising
direct mail costs...**



SEAL-O-MATIC

The advantages of using self-mailers in your direct mail campaigns are becoming increasingly evident. Rising costs make it mandatory that you take advantage of every possible economy. The use of self-mailers sealed by Seal-O-Matic sealing machines is a two-fold economy—saves actual \$\$\$ and also saves important time. The letter shop, printer or binder equipped with a Seal-O-Matic can afford to underbid any shop using old fashioned hand sealing methods . . . because one Seal-O-Matic will do the work of 15 hand operators.

Here is a simple example . . . let us say you have 30,000 eight-page folders to mail. The average hand operator can seal these at the rate of 500 an hour (to gather and stuff these into envelopes—then tuck the flaps or seal the envelopes will be even slower). The Seal-O-Matic will do the 30,000 folders @ 10,000 per hour—or only 3 hours.* You figure the savings! In addition you save the cost of envelopes and the additional postage required.

***Actual job performance reports show as high as 15,000 per hour!**

So, design your direct mail pieces as economical self-mailers . . . and specify the use of Seal-O-Matics, the completely automatic sealing machines. Write for the name of your nearest Seal-O-Matic Sealing Service.

SEAL-O-MATIC MACHINE MFG. CO., INC.
401 Chestnut St., South Hackensack, New Jersey

USE PONTON'S

CONSUMER LISTS FOR BETTER RESULTS

1,725,000 Professional People 4,000,000 General Business Executives
15,000,000 Home Owners 26,000,000 Home Makers 10,000,000 Career Women

Write Dept. "E" for our FREE Catalog! W. S. PONTON, INC., 50 East 42 Street, New York 17, N.Y. MU 7-5311

Don't worry about Miss Gleep . . . but if you want the complete know-how on production, you'll have to learn when it pays or doesn't pay to use one of the two major processes. An honest printer will give you most of the lowdown. Experience will give you the rest.

4. Screen Printing.

This method of putting ink on paper is seldom included in listings. It differs from the other three processes in that the ink is *squeezed through* a protecting mask (such as silk or fibre) onto the paper. The ink is deposited on top of the paper . . . not pressed into it. Brilliant color effects can be obtained with silk screen. Most processes are slow, but automatic machines have been developed which are reducing costs. The mimeograph and the Elliott Addressing stencil can be classified in this fourth group. The ink is forced through a stencil rather than placed on paper from depressed or raised surfaces or by offset.

All these things you'll learn on your trips through printing plants. Now . . . for the next visit.

J. Lettershop.

There you will get the final feel of direct mail . . . your pieces just before they go into the mail. You'll see the multigraphing, mimeographing, multilithing, addressing, automatic typing, filling in, folding, collating, inserting, sealing, stamping, sorting, bundling, sacking. And many other miscellaneous operations, such as list

building and maintenance, stencil and plate cutting. The handling of myriad details. Try to visit a plant which is efficiently streamlined. Some are still working in the horse and buggy days, but many are models of motion study management.

K. Bindery.

Especially if you use bound books or big production, you may want to include a visit to a modern bindery. It's confusing. You wonder how the supervisors ever keep track of everything. Each job is different. But you'll pick up ideas if you keep your eyes open.

L. Post Office.

Wind up your visitation schedule with a trip to the Post Office. Every user of the mail should have this experience. Use the observation technique. Watch the mail through the "pianos" (facing and preliminary sorting for sizes). See the canceling; the primary and secondary sorting; the bagging and dispatching. You'll learn many tricks about preparing your mail so you get prompter handling. You'll learn the advantages of zoning your list . . . the extra speed of metered mail.

That completes your visitation schedule. It may take you a long time to get around to all of the places, but the knowledge is necessary if you want a complete picture of what you are trying to do, which is . . . think sanely and logically about your production and mailing problems.

We have so far described the first

two methods of getting production know-how.

1. By actual manual work.
2. By visitation and observation.

The third (3) way, and least effective, is by reading. If you can not work or visit . . . you can *read* about production, or you can supplement your work or visits by reading. Here are a few suggestions:

The best book on the subject with out any doubt is "The Production Yearbook," issued by Colton Press, Inc., 468 Fourth Avenue, New York 16, N.Y. The price is \$15. Expensive, but worth it. If I tried to cover all production details in this training outline, this particular division of the outline would necessarily be as large as the Production Yearbook. So I seriously advise you to add this book to your direct mail library. You won't sit down and read it from cover to cover, but will use it as a constant reference. It will give you (in one volume) a nearly perfect trip through most of the plants I recommended above. But remember . . . nothing can substitute for actual visitation.

There are plenty of good books on different phases of production although none of them, so far as we know, cover the job of putting the pieces together, such as we are attempting in this outline. Prentice Hall has a good book titled: "The Technique of Advertising Production." There are good books on type, layout, lithography. You can get complete lists from your library, but here are a few suggestions:

A "Gold Mine" of Ideas

FREE to Printing Salesmen

This packet contains dozens of interesting layouts, novel folds and die-cuts—ideas you can *sell*. They are all colorful, high attention-value pieces, yet economical to produce on this unusual stock—Woodbine Duplex Enamel. The paper itself is two-colored—different on each side—which makes it easy to develop pieces that are refreshingly out-of-the-ordinary. Write for your copy.

THE APPLETON COATED PAPER COMPANY

1116 MEADE STREET, APPLETON, WISCONSIN



Advertising and Editorial Layout	
M. Price	\$6.00 McGraw-Hill
Advertising Production	
Ben Dalgin	\$4.00 McGraw-Hill
How to Plan and Buy Printing	
R. Randolph Karch	\$5.65 Prentice-Hall
How to Prepare Art and Copy for Offset Lithography	
Stevens & McKiven	\$5.25 Dorval
Layout of Advertising and Printing	
C. J. Felten	\$5.00 The Author
Offset Duplicator Techniques	
Richard Caruzzi	\$3.75 Harold L. Taylor
Printer of Engraving and Printing	
Harry A. Groesbeck	\$2.50 Colton
Screen Process Methods of Reproduction	
Bert Zahn	\$3.00 Drake

The Printing Industry of America, 719 Fifteenth Street, N. W., Washington 5, D. C. can supply you with a bibliography of all texts on graphic arts processes.

In case you want to skip the Yearbook and other texts, or supplement them . . . you can build up an idea file on supply and production. By contacting paper mills, printing and office equipment manufacturers, envelope manufacturers, ink manufacturers, type foundries, paper merchants, typographers, printers, lithographers, lettershops and binders, you can collect an amazing assortment of informative material. But it will be disorganized. Unrelated. You'll have to organize it and sort out the usable material.

The Mail Advertising Service Association, 18652 Fairfield Avenue, Detroit 21, Michigan is using this technique as a service to its members (lettershops). A special committee is collecting manufacturers' catalogs and other informative literature for permanent individual idea files. If you are interested in boning up on time-saving methods in typing, mimeographing, multigraphing or mailing operations, a member of the MASA might let you read the pamphlets written by Ed Husen of Detroit. Distribution of these valuable pamphlets is limited to members. But many lettershops have been very broad-minded in helping their customers eliminate waste in the operations (or details) which could be handled more efficiently or practicably in the customers' own offices.

I know of one successful lettershop which deliberately set up a model supplementary production department in a customer's office. The lettershop continued to do the bulky (and profitable) mass production operations while the customer did the minute, careful work which required daily and hourly supervision. Conversely, I've known large users of the mail who have financed commercial lettershops; helped them to streamline; assured them a steady flow of stop-gap business.

So there is a good opportunity of studying *methods* by close cooperation with an experienced lettershop operator.

Getting back to the idea file for a moment . . . if you collect informative material from the manufacturers you are bound to pick up many unrelated but valuable points of knowledge. Your job is to put them together. For instance, someone should know the terminology of paper . . . the basic weights and sizes. You can get these descriptions from a paper mill or from your paper merchant. Get the standard listing of "proofreading

marks." Be familiar with them . . . but try at all times to avoid using them. Corrections are always *costly motions*. You'll save money by having your copy perfect before it goes to the printer and by working with a printer who gives you clean proofs. Then forget the "proofreading marks."

Learn all you can about paper by getting yourself a thoroughly dependable friend in the paper merchant business and then lean on him just as you would your doctor, lawyer, or dentist. You can keep up with trends by getting on the list for "Direct Advertising," issued quarterly by the



"5 o'clock Jitters"



go out the window...

Here's an economy idea for any firm which still addresses air mail envelopes.

Business has long known and accepted the advantages of Outlook Window envelopes for regular mail because of time saved through not having to address envelopes and the impossibility of misdirecting mail.

This new Airmail Style Outlook Window envelope provides these same advantages for air mail — where speed and accuracy are even more important.

**It's one of eleven specific suggestions
for efficient mailing department operation**

This Airmail Outlook idea is just one of eleven economy and efficiency suggestions to be found in a new portfolio called "Help for the Heart of Business" which U.S.E. has put in the hands of your printer, or paper and envelope merchant for distribution. Ask him to show it to you.



UNITED STATES ENVELOPE COMPANY
SPRINGFIELD 2, MASSACHUSETTS
 14 Divisions from Coast to Coast

Picture of
with an

a man
IDEA!

Pretty clever lad,
that Jurgenson. (That's
him on the southeast end
of the see-saw). Leave it to
him to come up with the exactly right
idea that can make a tough problem
easy as fallin' off a log... or balancing
an elephant, as the case may be.
Even at that, "Jurg" is no different
than the rest of the gang at Garden
City. They're all envelope experts!
Got a tough problem? Need a new, different,
off-the-beaten-path idea? Need terrific service, in a
terrific hurry? Just call G. C. It's as easy as that!



SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

**CORRESPONDENCE & SOCIAL
POSTAGE SAVER & WINDOW
AIR MAIL & BUSINESS REPLY
SPECIAL RETURNS**

**REMITTANCE
OPEN SIDE BOOKLET
OPEN END CATALOG
OFFICE USES & MAILING**

These are but a few of the many envelope and envelope products available to you.



GARDEN CITY ENVELOPE COMPANY

3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600

if

**YOU NEED
PRINTING
WITHOUT
WAITING**

... if you want to avoid costly delays in
delivery of printed bulletins, announce-
ments, price lists, advertising literature,
office forms, letterheads, envelopes, and
other printed matter

... if fast, efficient production of form
letters, reports, sales bulletins, and other
office duplicating is important

... if high quality and worthwhile savings
are of interest to you

... you should get the facts about the
Davidson Dual. Analysis of your printing
purchases will quickly show whether you
need this equipment. Want more details?
Write today... no obligation.

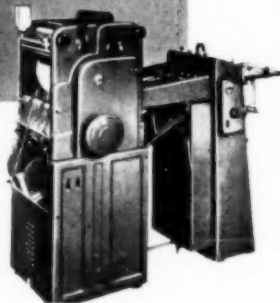
*Hundreds of printers who operate
Davidson Duals can give you this
fast, low cost service, too.*

Davidson
Dual

DAVIDSON CORPORATION

A Subsidiary of Mergenthaler Linotype Company

1048-60 West Adams St., Chicago 7, Illinois



Paper Makers Advertising Association,
581 Boylston Street, Boston,
Massachusetts.

There are many things about paper
which you can learn only from ex-
perience. One expert may shout that
you get good results only by using the
"best" paper. You may find out that
your job requires a relatively eco-
nomical brand instead of an expen-
sive one. You'll find out that multi-
graphed letters often look better on
an inexpensive bond, whereas they
may have a smeared appearance on
harder and costlier papers. In other
cases you'll learn that on a highly
selective list, where automatically type-
written letters are indicated, it pays
(in results) to use an expensive rag
bond. In booklet work... experi-
ence will teach you when to use an
offset paper which will give the
feel and appearance of bulk, but not
weigh more than a paper you would
have otherwise used. In other words
... you should be constantly on the
search to learn by example the right
paper to use for each job.

And by all means... remember
the primary rule of paper selection.
Before you finally go ahead on any
sizable job... weigh your dummy,
with its envelope and accompanying
pieces, to see if you are within weight
limits of class of mail you want to
use. Be sure to figure a slight margin
for error and moisture. Paper absorbs
moisture. I've seen close-to-the-line
pieces jump into next higher weight
on a rainy day.

In your search of material for your
idea file, you'll get plenty of tips
from the envelope manufacturers.
Sort out the ideas which apply to
your business. Always remember...
don't wait, as most people do, until
the last minute to order your en-
velopes. Figure them in with the origi-
nal production job or with periodic
anticipated needs. In the majority of
cases the envelope should tie in with
the rest of the piece. Also remember
that the Post Office, particularly in
rush seasons, handles No. 9 and No.
10 envelopes faster than any other
size.

There isn't any infallible rule by
which you can determine whether you
should or should not have a design
on your envelope. But if you want
designs on envelopes, work far ahead
with your envelope manufacturer.

If you are interested in saving mon-
ey on envelope production... here
are a few sensible rules:

1. If window envelopes are used,
eliminate the cellophane or glassine.

A plain die-cut opening is sufficient. Some experts may warn you that the glassine or cellophane covering is necessary for safety and to eliminate other mail from catching in the window. But if window is not too large the danger is lessened. Particularly for mail order people, window envelopes are advantageous. Envelopes can be stuffed and sealed, and can be later addressed any place, with address showing on reply card or order form.

2. If the envelopes are to be metered, make sure what machine is to be used. In some machines, the flap must be upside-down so that the sealing and metering can be done in one operation. In other types, the envelope may have flap in the usual position.

3. Have your envelope manufacturer print your bulk mailing permit (preferably in a color) at the same time as the corner card.

4. If you are using first class envelopes for form letters, you might switch to postage savers. You'll save on postage and results shouldn't drop off.

5. Anticipate your envelope needs. Order a large quantity in advance and print designs, corner cards, permits, etc. before the envelopes are made. Contract buying of a year's supply with periodic deliveries . . . reduces per thousand prices.

In other words . . . learn that envelopes are definitely a part of your complete production job. If you'll worry about them right from the start of every job, you won't have headaches at the last minute. Work closely with your envelope supplier. He can teach you tricks which may cut corners on costs, or improve appearance or effectiveness of your mailing operations.

One final suggestion concerning study: If you are interested in becoming more expert in any particular phase of direct mail production . . . take a separate course in just that phase. In nearly every city, the printers association, or a college, offers courses in layout, typography, paper selection or printing procedure. Most of these courses are technical, but are valuable for anyone who wants to become "an expert." I repeat, however, that such training is not absolutely necessary to become an over-all direct mail operator. In some cases, too much "expertness" in one particu-

Your Letterhead is part of your PUBLIC RELATIONS PROGRAM



EXECUTIVES and employees take pride in a letterhead that expresses your organization's character and standing.

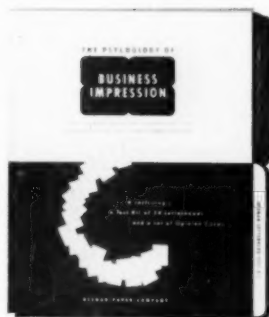


PEOPLE WHO BUY from you often get their first impression of your organization from your letterhead.



PEOPLE WHO ARE IMPORTANT to your business success are influenced by the character and quality of your letterhead.

Thousands of executives and professional men have read *The Psychology of Business Impression*, and have registered their letterhead preferences in the nationwide Neenah Letterhead Test. This is the most practical method yet developed for designing letterheads that fit your business and your market. The portfolio includes a Test Kit of 24 basic letterhead treatments with type and production specifications. To get a free copy, check the coupon below, sign your name, and attach to your letterhead.



COURTESY COUPON Simply check the material you want, sign your name, and attach to your business letterhead.

- ☐ *The Psychology of Business Impression*, Letterhead Test Kit, and Opinion Cards.
- ☐ Neenah Guide to Better Indexing, a complete sample file of quality index, which also contains useful information about tab cuts and sizes, ruling, color control systems.

SIGNATURE _____

Attach to your business letterhead and mail to: R1

Neenah Paper Company
NEENAH, WISCONSIN

far phase of production may cause you to become the kind of "axe grinder" I described in "How to Think About Direct Mail." Don't get "hipped" on any one form or any process. Then you'll be able to think broadly.

The foregoing constitutes my advice on how you can improve your knowledge of production and mailing methods. But remember to keep your eyes and ears open. You'll never know enough. What you know as right today might be wrong tomorrow. Changes are constantly being made in processes. But basically . . . the flow of work in direct mail will remain relatively unchanged. Only the motions can be eliminated or improved.

So far in this outline we have attempted to give you suggestions on

getting ready (mentally) to tackle a more important problem.

The steps:

1. Study motion.
2. Practice observation.
3. Get know-how.
 - a By work.
 - b By visitation.
 - c By reading and collecting.

Those three steps should furnish you with an adequate outline for training production supervisors (or for brushing up on your own knowledge). A profitable investment for any employer would be . . . arranging to give an employee supervisor an expense-paid tour from A to L. From here on, we'll get down to the important job of definite planning.

Section two

Steps in Planning Production

NOMA has done a wonderful job of increasing the efficiency of general office procedure. (NOMA means National Office Management Association.) Great strides have been made in improving office arrangement, accounting, record keeping and routine procedures. Many of the bigger companies have special "systems departments" which study and investigate all new equipment and methods. These developments have saved millions of dollars in clerical costs in these critical days of spiraling wages . . . when it is estimated that for every 100 factory workers there are 25 clerical workers in the "front office." A jump of more than 100 per cent in the last 20 years.

For some strange reason these strides toward clerical efficiency have not (except in rare instances) spread to the planning and handling of direct mail production. The material given here will probably be considered "old stuff" by members of NOMA. The blame for inefficient and wasteful direct mail handling can easily be fixed. Direct mail has been a stepchild of management. Direct mail grew, in many companies, as and offshoot of the advertising or sales department. Operations connected with it were not coordinated with the more advanced office management setup. (Perhaps that is good . . . because in past

days accounting-minded executives and office managers were not sympathetic or receptive to the intangible promotional ideas surrounding direct mail . . . if you get what I mean.)

Direct mail grew in spite of all the waste and inefficiency . . . but now it needs the NOMA touch. With more than a billion dollars a year being spent on direct mail . . . management should be interested in improving handling and control techniques so that every penny or dollar does maximum work.

It is significant that one of the largest accounting firms in the country has a "systems department" which now far exceeds in annual volume the customary accounting services. Many large mailers have retained the firm of Ernst & Ernst to study and improve production and mailing techniques. Some of the developments in new equipment, routing and results achieved are fabulous . . . but the preliminary costs involved are usually away over the head of the average user of the mail. But the trend is definitely . . . a trend.

That's why I think an outline like this is now necessary . . . an orderly system of *thinking* about production and mailing which can be applied to any small, medium or large organization. Here is the way to go about it.

THE FIRST STEP

The first step is to analyze exactly what you want to do. What is the end result desired? You are spending or will spend *so much* money on direct mail promotion. You have decided on what forms or formats it will be spent. How can it be allocated most wisely? Do you (the advertising or sales department) want to get involved in production headaches . . . or is it wiser to have all your work done on the outside*? In other words . . . analyze.

THE SECOND STEP

The next step ties in with our study suggestion on page 19. Training in observation. The fellow who does the *observing* must necessarily have a complete background of know-how in all direct mail processes and mailing procedures. He must know how and what to observe. And why.

The job is to make a *complete inspection* of your present setup. You must make a *complete detailed analysis* . . . not just a general, superficial survey or inspection.

Divide the survey into two sections:

a. Analysis of all your outside purchases of supplies, printing and mailing services.

b. Analysis of all steps connected with the mail in your own organization. Start with the receipt of the mail . . . its opening, its routing, its handling, its processing, its assembling, its final dispatch.

It is helpful to chart or visually plot the flow of your present operations. Just to show you how it's done. . . I'm reproducing (with permission) a preliminary flow chart developed by Ernst & Ernst while investigating just one phase in the operations of a very large mailer. (There were separate charts for each phase.) The average operations would, of course, be much simpler. . . but with a flow chart** (either simple or elaborate) you can start picking out the bottlenecks, the wasted motions, the places where cost can be cut. You can spot where working equipment or machines are outmoded . . . where new techniques are needed.

THE THIRD STEP

You have so far analyzed (1) the end result desired and (2) your

* Footnote: Whenever we use the term "outside" . . . we mean the supplies, printed material or mailing services bought or handled by others *outside* your own organization. "Inside" . . . all the work you do within your own organization.

** Incidentally . . . if your business needs a lot of charts, you might be interested in knowing that you can get time-saving, prefabricated component chart parts (squares, rectangles, lines, etc.) from Chart-Pak, Inc., 104 Lincoln Avenue, Stamford, Connecticut. Write for their descriptive folder.

ATF *introduces*

23 New Foundry Faces in Four Years



THERE'S A TYPE FACE FOR EVERYBODY
... and ATF has it!

Advertisers and printers for years have looked to ATF for the newest and best in type. Resuming its frequent introduction of new designs following wartime and postwar shortages, ATF since 1948 has offered twenty three distinguished foundry faces of varied appeal. And this year will add still more to the present active list of 250 smart,

compelling, versatile types. ATF foundry types require no investment in machines. Being scientifically designed and painstakingly cast, they always lit well, stand on their feet, minimize make-ready costs, print sharp and clean through long runs. There's a type face for everybody, and ATF has it. Insist upon the genuine! Print foundry type.

Algrete 5001

PACK MY BOX with five dozen jugs

Contact Bold Condensed 690

PACK MY BOX with five dozen jugs

Contact Bold Condensed Italic 691

PACK MY BOX with five dozen ju

Dom Casual 696

PACK MY BOX with five dozen jugs | 123

Egmont Bold 5041

PACK MY BOX with five dozen j

Egmont Light 5042

PACK MY BOX with five dozen jug

Egmont Light Italic 5043

PACK MY BOX with five dozen jugs

Egmont (Medium) 5045

PACK MY BOX with five dozen j

Egmont (Medium) Italic 5046

PACK MY BOX with five dozen ju

Gracia 5061

Pack my box with five dozen jugs | 123456789

Hidalgo 5071

PACK MY BOX WITH FIVE DOZEN JUGS|12

Verona 695

PACK MY BOX with five do|12

Libra 5111

pack my box with five dozen|1

Libra Light 5112

pack my box with five dozen | 123

Lydian Bold Condensed 692

PACK MY BOX with five dozen jugs | 123

Lydian Bold Condensed Italic 693

PACK MY BOX with five dozen jugs | 12

Nobel Light 5131

PACK MY BOX with five dozen | 12

Nobel Light Italic 5132

PACK MY BOX with five dozen | 12

Reiner Script 5165

Pack my box with five dozen jugs | 1234567890\$%&'()*+,-./:;<=>@

Rondo 5171

Pack my box with five dozen jugs | 123

Rondo Bold 5172

Pack my box with five dozen jugs

Spartan Extra Black 694

PACK MY BOX with fi|12

Studio 5181

PACK MY BOX with five do|12

All specimens shown are 18 point. Write for specimen sheets.



AMERICAN TYPE FOUNDERS

Branches in Principal Cities

200 ELMORA AVE., ELIZABETH B, NEW JERSEY

you may be spending too little. Wasting one place and penny-pinch into another.

c. Next analyze a delicate situation. How much of your total direct mail production and mailing do you want to purchase on the "outside"? How much must or could be done "inside"? Will changes from one to the other save money and/or increase efficiency? Will the problems and headaches of production interfere with your real business which might be selling shoes, manufacturing machinery, running a bank, collecting money for a charity, or what-not?

The easiest way to proceed is to make three adjoining listings. In Schedule No. 1 list all the things you *must* buy outside, such as paper, envelopes, house magazines. Very few companies are large enough to have and operate a complete printing plant. You can't own a paper mill or start an envelope factory. List everything you *must* buy outside.

In Schedule No. 2 list everything that can be purchased outside, but which might be produced or processed inside. Analyze each one and project your thinking like a dentist when he plans to pull your tooth. He tries to figure what will happen to your new bridge after another tooth wears out. You'll have to figure what will happen if you change one operation from outside to inside. What will be next step if a bottleneck occurs? Will it lead to other investments? Are you prepared for these investments?

In Schedule No. 3 list all the operations or steps which must be done inside. This list would include opening the daily mail, routing, record keeping, routine correspondence, answering inquiries, assembling and dispatching each day's mail.

With those three schedules before you . . . you can start doing some real juggling. And you have many questions to answer. Here are some typical ones:

Do you have good control of all the art work, logotypes, photographs, engravings which have been used by outside printers or letter-shops? Can they be used again? If stored at printer's are they safe? Do you have proofs in indexed order? If you have art work and cuts returned to you . . . do you

have efficient and low-saving storage cabinets with wide, shallow area? (You can get good ones from Diebold, Incorporated, Canton 2, Ohio.)

What are your storage facilities both inside and outside? Will printer or lettershop store your excess material? Is it safe? Have provisions been made to avoid spoilage? Do you have a constant inventory?

If you can or must store promotional supplies yourself . . . what are the storage facilities? Good cabinets . . . shelving? Any waste possibilities? Are employees trained to be careful of supplies? Are supplies conveniently located?

If you are going to continue to have processing and mailing work done on the outside . . . have you done everything possible to plan the work (motion-study wise) to get best possible prices?

If lettershop handles your list . . . are the steps clean-cut for making

corrections, additions, runs, etc.? Is regular work scheduled in advance (such as unprinting, reply cards, etc.) so lettershop can use your "fillers" for slow period production? (Lettershops like that kind of customer and can give better prices.) Are lists or plates filed so separation for bulk mailing can be done quickly and economically?

If addressing (by typewriter) is a problem, have you sounded out all the possibilities of homeworkers . . . getting your work of this nature done out of the high rent districts?

These and many other questions must be answered . . . depending on the nature of your business. Experience answers many of them. It's too bad so many have to be answered by the trial and error system. When you have made your analysis and answered most of the questions . . . you are ready for the next step.

Section three

A Method of Planning Production Layout

There are only three logical ways to determine the best or most practical production layout.

1. Employ a systems counselor.
2. Get the help and advice of an equipment expert who knows the entire field (not just a segment).
3. Do it yourself.

On (1) above . . . if you have a large operation it might pay you to contact a firm, such as Ernst & Ernst, which has had wide experience in mailing operations (such as full fillment problems). Contact R. W. Fairbanks, Ernst & Ernst, 50 Congress Street, Boston 9, Massachusetts, who has spoken before many office management groups.

If you are in (2) category above . . . contact someone like Tom Darling or Jim Eckstein of Addressing Machine & Equipment Company (326 Broadway, New York 7, N.Y.) Or . . . Ed Ryan at 729 South Dearborn Street, Chicago 5, Ill.

These fellows sell both new and used equipment. They have been in the business a long time. They have seen most of the mistakes. They have learned how to solve produc-

tion problems . . . if they can be solved. Their services cost you only what you buy in furniture and equipment.

But this outline is being written primarily for those in (3) above . . . who must do most of the planning without much outside help. Perhaps we can simplify the picture.

On the adjoining page I am giving you for the first time anywhere a method of playing checkers with this complicated direct mail production problem. The whole subject can be divided into eighteen *circles* or *spots* of activity. I suggest you make a tracing of the circles on heavy cardboard or have your photostater enlarge this page and paste the photostat on heavy cardboard. Then cut out the circles. You can use each circle to guide your study or planning. When you come to the point of laying out a production line . . . you can juggle the checkers or *circles* around on a drawing board until you are satisfied you are on the right track for your individual problem.

Now . . . let's describe each circle in the briefest possible way. It's not the purpose of this outline to give you the intricate details of each oper-

1**SUPPLIES**

1. To be processed or to be used in processing.
2. Already processed (outside or inside) ... to be stored or mailed
3. Permanent storage ... such as art and plates already used.

2**OPENING THE MAIL**

Question Who opens?
How Handled?
How routed?

Desks - Sorting racks or trays
Opening devices - Dating

3**RECORD KEEPING**

Equipment or forms needed

What records are needed?

How will entries be handled while information fresh or available?

6**LIST CONTROL AND STORAGE**

Cards? Stencils? Plates?

Methods for making, filing, separating and storing
Maintenance problems

4**ROUTINE CORRESPONDENCE AND TYPING**

Who directs? Flow of work?
Typewriters - Chairs - Lights
Supplies - Time Saving Devices

Routing for signature and mailing.

5**HANDLING STANDARD ROUTINE**

Inquiries - Complaints - Promotion
Research

Automatic Typewriters

Procedures

7**ADDRESSING**

Hand? Typewriter?

Mechanical Equipment?

Small or large?

Outside or inside?

Layout?

10**OFFSET PROCESSING**

Multith - Davidson - A. B. Dick
Harris - A. T. F.

Plates and supplies

Training.

8**DUPLICATING BY STENCIL GELATINE OR SPIRIT MACHINES**

Advantages for quick bulletins and schedules.

Types of equipment.

Slip shooting and drying

9**PROCESSING BY MULTIGRAPH OR RAISED TYPE**

Type setting problem Outside or inside?

Extra equipment.

Rubber plates.

Training.

11**COPY PREPARATION**

Layout - Equipment - Supplies.

Outside or inside?

Difficulties and training.

14**HANDLING & MOVING**

Portable Platforms

Portable Racks

Portable Tables

Conveyers

12**FINISHING**

Joggers - Collators

Equipment needed

Suggestions

13**FOLDING**

Equipment

Training

Self mailer sealers

15**SPECIAL FINISHING**

Stapling

Punching

Cutters

Binders

18**SORTING & DISPATCH**

Separation cases

Tying, Packaging

Bag (Backs - Marking
Delivery

16**ASSEMBLY OPERATIONS**

Tables - Chairs

Layout - Scheduling

Training

Mechanical inserting

17**POSTAGE OPERATIONS**

Stamps? Metering? Permit indicia?

Equipment - Scales

Training - Cautions



MAILING OPERATIONS HAVE IMPROVED A LOT SINCE ROMEO'S TIME!

When Romeo wanted to make . . . or break . . . a date with Juliet, he tied a note to a fair-sized rock and heaved it through Juliet's window. It ran up old man Capulet's repair bills, of course, but it saved Romeo a lot of time and trouble in addressing, folding, collating, enclosing, sealing and stamping his mail.

Romeo, you see, had more important things than that on his mind. And so do you! There's no reason why *you* should devote your time and that of your employees to such routine tasks, when *Circulation Associates* will take them off your hands completely, do them *better*, with experienced help who do nothing else, and complete them in *less time* and for *less money* than you are spending now!

Take the handling of publications and house-organs as an example. *Circulation Associates* will maintain your lists on Speedamat, Addressograph or Elliott stencils, and will relieve you of all of the tiresome and profitless mechanics involved in the distribution of your publication, *regardless* of the size of your mailing list!

Circulation Associates is geared for this sort of operation . . . for *any* mailing operation, in fact, whether it is a matter of a few hundred, a few thousand, or many, many millions! No matter how large or how detailed the job may be, we are organized to handle it. And at a worthwhile saving, too!

CIRCULATION ASSOCIATES

Typewriter, Hand or Stencil Addressing • Collating, Folding and Enclosing • Stencil Cutting • Offset Lithography • Letterpress Printing • Triple-Head Multigraphing • Complete Direct Mail Campaigns •

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Telephone Today • JUDSON 6-3530

ation or process. You can get those details from manufacturers or suppliers and from experience. I'm not plugging any particular manufacturers . . . but I'll try to mention most of the available equipment. You can use the names as guides in investigating. Realize again that this outline is intended for the *average mail user*. The importance of each of the circles can be reduced or extended to fit individual requirements. Some might be dropped entirely.

CIRCLE 1 — SUPPLIES

Naturally your supply circle comes first because that involves the problems discussed in previous sections; whether you'll have most of your work performed outside, or whether you will do a large part inside. We've already given you the major questions to be answered. You must decide on the importance of Circle 1 in relation to the other 17 Circles.

But remember this important point about the subject: *direct mail production is a matter of good housekeeping*. Sloppy housekeeping creates waste. Waste costs money. During the last thirty years I have visited hundreds (maybe thousands) of printing plants, lettershops and private mailing departments. Usually, within a very few minutes, I can get a pretty good idea of the brains (or lack of them) behind the operation. I can determine, without looking at a letter or mailing piece, the relative quality of the work being produced. It's simple. Just examine the stockroom. How is the housekeeping? If packages and cartons are piled and indexed neatly on suitable shelving . . . *someone* cares about protecting the investment. If half-empty cartons of paper or envelopes are scattered around . . . no one gives a damn. If disorderly tail-end supplies of a finished job are catching dust on worktables . . . the supervision is sloppy. Attention to other details will be just as bad. And don't think this applies only to "little offices." I've been shocked at the poor housekeeping of some of the largest production plants. Multigraph drums and ribbons thrown on top of filing cabinets in disorderly array . . . when it's really easier to stack them evenly and neatly. Paper and refuse thrown in corners or over the floor; desks cluttered with uneven piles of unfinished work.

An old boss of mine once taught me that "DIRT" is . . . anything out of place." DIRT can be a nail on the floor or a half-box of envelopes carelessly thrown on a shelf un-

used. One production shop I know well, which produces some of the most meticulously perfect work in the country, is spotlessly clean at all times. You could really cat in comfort and health on the floor.

So . . . on your study of direct mail production learn good housekeeping. Demand good housekeeping from your own employees and in the servicing of your account by printers and lettershops. It's a big and important circle. And, as mentioned before your analysis of this circle or phase determines to a large degree what you do in all the other units.

CIRCLE 2 — OPENING

Except in large organizations . . . mail opening is a neglected procedure although most important. In large organizations incoming mail is, of course, distributed in separation racks (Pitney Bowes, Commercial Controls, Corbin are suppliers) . . . so that mail is routed to different departments or executives where mail is opened by secretaries or assistants of department heads.

Your problem is to analyze the opening of that part of the mail which concerns the direct mail operations. In a small or average outfit that might mean *all of the mail*. Someone should definitely be in charge. It shouldn't be a messed-up scramble. Here are a few suggestions for checking:

1. Incoming mail should be faced at once. Saves time. Don't open helter-skelter.

2. Even in small operations it simplifies things to pre-separate in neat, faced stacks or racks.

- Personal, unopened letters to executives.
- Obvious money or order-carrying pieces (such as checks showing through windows, C.O.D. envelopes, cards, etc.).
- First class letters.
- Third class pieces.
- Magazines and miscellaneous.

3. Easiest method of opening. Lay a stack of envelopes upside down and slit all at one time with opening knife. Then turn stack over and open individually, and distribute to proper tray or basket division of routing.

4. It is advisable to stamp arrival time on each piece.

5. It avoids future trouble if you adopt a policy of attaching carrying envelope to enclosure (by clip or

staple) until in processing you are sure enclosures have name and address data available (usually) on envelope.

6. If you have large quantities of mail to open get a mechanical opener (Pitney-Bowes, Stamford, Conn.; Commercial Controls, Rochester, N.Y.; Bircher Company, Rochester 14, N.Y.)

7. You should have a definite policy of routing. Put all details down in black and white.

a. What letters to what executives?

b. Who gets various types of second and third class?

c. Who gets checks? Are amounts to be written on enclosures for record keeping and checks sent to cashier, or does cashier get entire piece first and then return order, letter, etc. for processing, dictating, record keeping, or what?

d. Who gets inquiries? Who gets routine correspondence?

In other words, have every opening and routing question answered. Will save time and headaches.

Your opening and routing (Circle 2) is important because it affects many of the other circles of your planning.

CIRCLE 3 — RECORD KEEPING

This circle follows No. 2 naturally . . . but is often overlooked. The large companies are taking care of statistical fact-finding by elaborate mechanical and electronic devices . . . out of reach of the average mail user. These operations are usually provided for in Circles 6 and 7. But no matter how small you are . . . if you want to cut costs or increase effectiveness some record keeping is necessary. Have a definite plan without going haywire by getting too elaborate. But conversely, before incoming mail is lost in the maze of processing and filing . . . schedule it for record keeping by some definite system.

The National Records Management Council estimates that less than 10 per cent of average business correspondence or records needs to be kept permanently; 20 per cent must be retained currently; 30 per cent should be transferred to less costly space, such as microfilming; 35 per cent can be destroyed.

For a valuable booklet on "a basic plan for record retention and destruction" write for sure to Remington Rand, Management Controls Division,

(315 Fourth Avenue, New York 10, N. Y.).

We don't want to complicate this outline by getting into the NOMA field of office management . . . but every direct mail operator must know what records are needed and how to keep them. You can learn about equipment available from Remington Rand booklets . . . or from those of other manufacturers of office equipment. You can pick up bargains by getting in touch with large dealers in new, used and rebuilt office furniture . . . such as Ikin Brothers, Inc., (290 Madison Avenue, New York 17, N. Y.).

If you are in a large statistical (needed) bracket . . . you should investigate punched card systems, such as that offered by The McBee Company, 295 Madison Avenue, New York, N. Y. And IBM has statistical machines which can do anything.

Perhaps you only need printed forms or record books, which can be purchased at stationery stores, or from firms such as National Blank Book Company. Or you may need just a card system, or rotary files such as those manufactured by Revofile Sales, (11 Park Place, New York 7, N.Y.) and Ferris Business Equipment, Inc., (244 Great Meadows

GOOD NEWS for COST-CONSCIOUS MAILERS!

Alexander Hamilton Institute Adds New Names to List...Cuts Rental Fee

The Institute's INQUIRY LIST—an unusually responsive source of quality prospects—now exceeds 200,000 names. And the rental fee has been reduced from \$17 per M to as low as \$10 per M.


The entire Alexander Hamilton list is made up of self-improvement minded men who have responded to the Institute's low pressure circularizing and publication advertising—alert, ambitious men of good educations and incomes.

The list is cleaned constantly . . . on stencils . . . arranged geographically.

For additional information about the Institute's INQUIRY LIST, write or phone Mr. Frank Walsh, Alexander Hamilton Institute, 46 W. 24th Street, New York 10, New York. (ORegon 5-4100)

ALEXANDER HAMILTON INSTITUTE

46 W. 24th Street, New York 10, N. Y.



Amount	Year	Rental Fee
19,000	1951 Names	\$15 per M
42,000	1950 Names	\$15 per M
37,000	1949 Names	\$15 per M
38,000	1948 Names	\$10 per M
37,000	1947 Names	\$10 per M
40,000	1946 Names	\$10 per M

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OUR MAILING DEPARTMENT is mechanically equipped throughout, for good, fast service at lower cost to you!

Write Dept. "D" for our FREE Catalog!

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Road, Stratford, Connecticut).

If you need something more elaborate (and visual) for keeping track of the flow of inventory, inquiries, orders, processing etc., you might get valuable help from the Wassell Organization, Inc., (Westport, Connecticut.). They manufacture either standard or hand-tailored control boards. They know the direct mail field because both the Wassells are old-timers in it and use big quantities themselves.

Our description of this circle must be sketchy . . . but it's worth your study. Find out what records you actually, positively need. Then get them before the sources are buried. Your records may be restricted solely to a hand-tailored sheet in a loose-leaf notebook showing a daily notation of different types of mail received. Just be sure to get what you need. Keep system as simple as possible.

CIRCLE 4—ROUTINE CORRESPONDENCE & TYPING

Here's a circle with no determinable diameter. Your circle may mean only one typist or two or three. Maybe a dozen or fifty or a hundred. What ever the number . . . it's important to plan carefully. Who directs the work? What's the flow from incoming mail to executive to typist? Are standard forms or paragraphs necessary or possible? Will executives use dictating machines? (No need

to describe those on market. They are useful.) How will finished work of typists of routine correspondence get to executives for signature? How will completed work get down to Circles 16, 17, 18? How will you avoid errors, such as forgetting to include right enclosures? How will you get mail, such as orders or complaints, answered promptly? Who will train typists to use pleasing letter formats? (See "How To Think About Direct Mail" for styles.)

Watch that *typing department*. It can be your real bottleneck. It is costly. It can waste money by slow, sloppy work. Make everything as convenient as possible for your operators. Adequate desks. Posture chairs are a near must today. Lighting should be good (poor lighting means slower work). All typewriters today are good . . . but investigate noiseless, electric and all new models. Keep typewriters in good repair. Scrap old ones. Poor letters hurt business. Investigate time-saving devices, such as Rite-Line Copyholder (Collister Corporation, 265 Madison Avenue, New York 16, N.Y.), Copy-Right Copyholder (Copy Right Mfg. Corp., 55 Park Place, New York 7, N.Y.) and Line-A-Time Copyholder (Remington Rand Inc., Business Machines & Supplies Division, 315 Fourth Avenue, New York 10, N.Y.). They are relatively inexpensive and will speed routine detailed work.

If your girls on routine correspon-

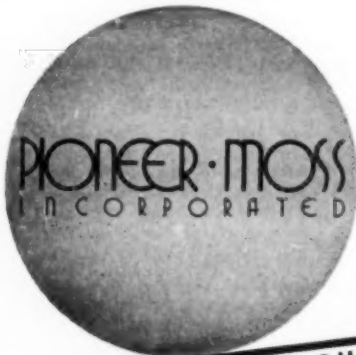
dence spend part of their time on work in Circle 7 (Addressing) . . . don't depend on the usual office desks with typewriter wells. Not suitable for quick work. Have special tables made 26 inches high with plenty of space around machine for supplies and finished work, or with shelves or removable trays at back of table for stacking work. Don't put a string of typewriters on a long table. Vibration from one annoys another operator. Separate tables can be easily made by mounting flush type doors or thick plywood on low two-drawer filing cases. The drawers can accommodate supplies.

Don't waste time of operators by making them walk for supplies, or to deliver finished work to Circle 16, (Assembly). Wherever possible have work delivered to and taken from all operators in Circle 4.

No matter how small or how extensive this part of your direct mail program . . . this particular operation should be close to executive supervision. No one can tell you exactly how to do it. You'll have to work it out yourself. Watch it with an eagle eye.

CIRCLE 5—HANDLING STANDARD ROUTINE

This naturally follows Circle 4 . . . and in most floor layouts should be close to 4. If typing is your bottleneck and it usually is in most offices . . . then investigate automatic type



PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

writers. There are only three types on the market. My job is not to sell equipment . . . but to help you to plan. You do the investigating and deciding.

The Autotypist is manufactured by American Automatic Typewriter Company, (610 North Carpenter Street, Chicago 22, Illinois). The Robotypewriter is manufactured by Robotypewriter Corporation, 125 Allen Street, Hendersonville, N. C.). Both operate by vacuum system from a punched master roll, similar to the old player piano. This roll (width of typewriter) is made on a separate machine. When fed into automatic machine the holes (by suction) control action of keys on typewriter. (Note: The old Hooven machine which operated mechanically with metal pins dropping into punched holes is no longer manufactured.)

The Flexowriter is manufactured by Commercial Controls Corporation (1 Leighton Ave., Rochester 2, N. Y.) and operates by a different system with an IBM electric typewriter. The operator simply types original letter while an attachment at the side of typewriter punches holes in a 7/8 inch tape. This tape, when fed back into same or another machine, retypes any number of letters. A more expensive machine called Justewriter allows operator to make tapes which automatically justify right hand edge of typing when run through again.

No matter what system or machine you select . . . automatic typewriting is another near must. It's here to stay. Here are things to consider:

Don't buy automatic typewriters if you have too much work for the number of machines you can afford to install and operate. In other words . . . you can count roughly on from 100 to 150 letters per day per machine, depending of course on length of letter. A unit of three or four machines is desirable . . . since one typist can operate four machines. (All she does is feed in the letterhead, type the address and salutation, then press a button. Machine does the rest perfectly.) So if your normal work is larger than the units you can afford . . . send your work out. Or rush period work can be sent out. Also be cagey about buying unless you are sure to have enough work to keep a unit busy, or unless you can lay out work so operators in Circle 4 can swing easily to Circle 5. That is done in many small offices . . . even with one automatic.

Analyze the possibilities of automatic typewriters carefully. For in-

3 MAILING LISTS... of Proven Value

1. Newly Promoted Executives

A list of carefully screened executives . . . moving up . . . seeking information . . . interested in business and current affairs . . . combining the desire for self-improvement with financial ability. Prime prospects for books, products and services of a business nature. The list is compiled on a monthly basis and available each month on a prearranged schedule.

TOTAL 80,000 (6000 EACH MONTH)

\$15.00 PER M

2. Rated Business Firms

A list of carefully selected businesses . . . culled from over 3 million firms in the U. S. . . . arranged in 5 sections representing five financial groups. This method allows separate testing of each group to more accurately pin-point the best prospective market.

GROUP	FINANCIAL RATING	QUANTITY
A	\$500,000 to \$1,000,000	35,000
B	200,000 to 500,000	45,000
C	75,000 to 200,000	95,000
D	35,000 to 75,000	150,000
E	20,000 to 35,000	165,000

TOTAL - 490M

\$15.00 PER M

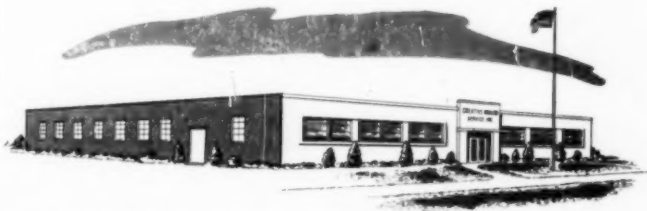
3. Rated Manufacturers & Wholesalers

A refinement of the RATED BUSINESS FIRMS list . . . selecting only those firms engaged in the manufacture or wholesale distribution of products. This list is arranged in 6 sections representing six financial groupings. Here again the mailer may test each group to more accurately determine the best prospective market. As a further refinement it is possible to select manufacturers only.

Group	Financial Rating	Quantity	Manufacturers
A	\$500,000 to \$1,000,000	22,000	85%
B	200,000 to 500,000	25,000	65%
C	75,000 to 200,000	35,000	60%
D	35,000 to 75,000	38,000	55%
E	20,000 to 35,000	35,000	50%
F	10,000 to 20,000	50,000	45%

TOTAL - 203M

\$15.00 PER M



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SPECIAL (New clients only): one
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(Send along your data
with your remittance.)

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2051 West Grand Blvd., Detroit 8, Michigan

established in 1930

stance routine letters may very often be adaptable for wider distribution. If your list is well divided you can pick out a select group and send them personal letters automatically. But the letters will be personal. Many of your standard letters — like thank you's, answering inquiries, or congratulatory — can be cut on rolls. Number each one. Route letters to girls in Circle 5. They answer by roll number. Or the Auto-typist Selector Model allows you from 12 to 20 letters (depending on length) on one roll. Girl simply presses a button for the right number and there is the letter. You can even select paragraphs which assembled together automatically give a correct answer.

It's a long subject. Could fill a book. But handled correctly Circle 5 can be one of the biggest cost savers and business getters in your office.

CIRCLE 6 — LIST CONTROL AND STORAGE

Here's a spot which also nearly requires a book . . . but will try to make it simple. You can get from Reporter office for 50 cents a booklet which tells you a lot about list compilation and maintenance. In this outline . . . I can only give you planning and layout advice. Depending on size of your business and operation . . . you must decide on method best for you. Unless you are very large . . . you cannot afford the new special electronic equipment used mostly by publishers. And your method of list control depends entirely on Circle 7, although the two operations are separate.

Let's start small. If your mailing operations are small or spasmodic you may need only a card list . . . depending for addressing on your own typists, or sending the work outside. Study the best filing and correcting methods. I've seen some very creditable mailing lists stored in well indexed and stacked shoe boxes. Even in a few large mailing list houses. So maybe you don't need elaborate equipment.

If you must have mechanical addressing, then you must develop the filing system adapted to the process and your needs. Your cards or stencils or plates should be filed so corrections can be made easily (if it's ever easy). You must provide for correcting operations. You must decide whether geographical filing of plates will help get better dispatch when you hit Circle 17. Decide whether you will make plates or stencils outside or

inside. If you make Addressograph plates inside you must have a Graphotype. Remember that it's a fairly noisy operation . . . so in floor layout, place equipment in separate room or away from the quieter section where noise may interfere. (This rule applies to other equipment like large folders and duplicating machines.)

Another suggestion: If the size of your list is relatively medium . . . occupying about one cabinet for plates, consider mounting cabinet on portable frames (All Purpose Metal Equipment Corporation, 250 Mill Street, Rochester 4, N. Y.) so that entire list can be moved easily to work table when additions or corrections are being made. Such devices save valuable time.

In other words, think of this Circle 6 as a separate (but extremely valuable) unit of your over-all production problem. I've never seen two list control setups exactly the same. Every office has slightly different problems. But plan the setup (either inside or outside) in the simplest and most workable way. Here is a good place to cut costs. By properly separating your lists (such as A-most important and B-medium important, C-least important) you can plan your purchases

and mailings so that money is spent where it will do the most good.

But don't get too complicated if you can avoid it. I've seen some terrible abortions due to over-enthusiasm for selective lists. One office manager (formerly an acrobat) developed a complicated system with fourteen separate classifications . . . each being typed on a different colored card stock. When someone changed from one classification to another . . . the card had to be retyped and reshuffled. Likewise, the addressing stencils had to be moved from one set of files to another. There was no complete master file. The separate card files were kept inside the office; the stencils at a lettershop. The confusion was so great . . . no one could understand what was going on. The loss in motions and duplications was tremendous.

So avoid confusion. Simplify. Remember always that if you decide on one of the automatic selector systems you must run your entire list through in order to find the ones you want. You may be able to find a simpler way . . . with separated groups of stencils or plates in geographical order controlled by a simple alphabetical master card file (proofs of plates).

Try to protect your list against loss by having a duplicate kept outside your office (microfilming is a possibility).

Yes, I'll admit it . . . this list maintenance unit is usually the biggest headache in any direct mail setup. The biggest source of loss. You are either mailing too much because of dead names or duplications, or too little because list is not complete. It is a job which requires care and devotion. It is a housekeeping job.

Final tip: entrust the supervision or operation of Circle 6 to the best woman you can find. Women are much better or more faithful housekeepers than men. That simple recommendation has saved many firms thousands of dollars. Several Reporter readers, who cannot be mentioned here, know that that statement is true.

CIRCLE 7 — ADDRESSING

The subject of addressing could get this reporter (and you) into all sorts of trouble. It's controversial and difficult. So let's rush through it.

First you must decide whether you will have your addressing done outside or inside. There are good ar



**for the craftsman
... PROFIT**

A craftsman knows that fine printing requires a fine press. He knows he can combine his skill with fine equipment to turn out top-quality work. That's why he wants a Harris. His production record is better. His job satisfaction is greater . . . and that's real profit to a pressman.

The plant owner's profit is more salable sheets per day. The customer's profit is quality work at a good price. This means profit to everyone concerned. Harris builds to that standard.

HARRIS-SEYBOLD COMPANY CLEVELAND 5, OHIO

*Fine graphic arts equipment
for everybody's profit*

READ



Circle Seven

Now that you decided to have your addressing done outside your plant

ILB will type address your material from your mailing list.

ILB will address your material to any of its own mailing lists. (Do you have a copy of our 1952 Mailing List Guide in your idea file?)

ILB will build a mailing list to suit your exact specifications.

ILB is reputed to have one of the best mailing list source libraries in the U. S. A. and what's even more important—a staff of competent researchers who know how to use this source library.

Industrial List Bureau

45 Astor Place, New York 3, N. Y.
GRamercy 3-3350

ILB 1952 Mailing List Guide is now available—Free, of-course.

Write for your copy of our new 1952 Envelope and "Mail-veriting" catalog—it is a compendium of useful knowledge on "Envelopitis." It tells you how to use envelopes—the right envelope for a specific purpose. Pages 4 and 5 will best indicate how we can both save and make money for you, thru your use of our products and facilities.

DIRECT MAIL ENVELOPE CO., INC.
15 West 20th Street, New York 11, N. Y.
WAtkins 4-0500

HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

600,000 Small Business Men Buyers of Office Equipment and Supplies

These Small Business Men spend over \$6 million a year for office specialties. Direct Mail from consumer. Clean. Can be tested by states. One-time rental addressing.

Write today for Free Bulletin RE-3b on how to capture the Small Business Men market to bring you new mail order customers in volume.

Mosely

MAIL ORDER LIST SERVICE, Inc.
38 Newbury St., Boston 10, Mass.
NEW MAIL ORDER CUSTOMERS IN VOLUME

gments on both sides. On large mailings, and if you want to avoid bulky handling and many headaches... depend on outside work. Many times, however, list control (and the following step-addressing) must be handled inside. Only place it can be supervised.

Next to consider: your method of addressing depends on your size of list and the number of times used. In some cases you can't use mechanical addressing. So next decision is... hand addressing or typewriter addressing either inside, outside or by home-workers. Many mailers have found that hand addressing (neatly) doesn't affect returns negatively. So it's a problem of finding workers to solve the typewriting bottleneck. Don't be afraid of using home typing in spite of what they tried to do in New York with Labor Department restrictions. If you type inside follow the advice in Circle 4. Have suitable tables, chairs, lights and time-saving fixtures for operators. The important thing is to use every "motion study" system to make work easier and faster.

Now about mechanical or automatic addressing. There are only five well-known kinds of equipment (omitting the special electronic systems in limited use). First: For small lists where stencils and plates are impracticable, you can use one of the little, inexpensive machines which "offset" the name from a carbon impression on the back of a roll of paper (adding machine type roll). These machines are available from Weber Addressing Machine Company (200 West Central Road, Mount Prospect, Illinois); Master Addresser Company (6500 West Lake Street, Minneapolis 16, Minnesota); The Heyer Corporation (1850 South Kostner Avenue, Chicago 23, Illinois); Mailers Equipment Company, (40 West 15th Street, New York).

Another slightly different system for small lists has been announced by Address Mail Fast Systems, Inc. (3026 Franklin Boulevard, Chicago 12, Illinois). It uses recessed 3x5 heavy paper master card plates and the hectocarbon duplication method, using either standard or electric typewriters for preparation. The cards will give from 75 to 100 impressions, when run through special machine. Impressions are same as with other machines listed above.

Investigate their possibilities... for even some of the largest letter-shops have installed them for customers with small and infrequent runs. They are simple.

Second and third: The Pollard-Alding and the Speedaumat are applicable and successful for large lists where high speed and quick correcting are important. You can get complete details from the manufacturers.

Fourth and fifth: The only two systems applicable to average Direct Mail users are: Addressograph (metal plates) and Elliott (fibre inserts in cardboard frames). They both have just about the same speed and each has definite advantages and disadvantages. Both companies (Addressograph-Multigraph Corporation, Cleveland, Ohio and Elliott Addressing Machine Company, Cambridge, Mass.) have different types of machines—from small, hand-operated models to complicated, automatically-fed and highly selective installations. You can only solve your problem after investigation and consultation with the salesman of each.

Remember: You can make your own address stencils on nearly any typewriter (L. C. Smith widely used) with a simple attachment.

For the Addressograph, addresses must be embossed on metal plates on a Graphotype machine. The plates are naturally more durable than the stencils, but weigh more and take more storage space. Weigh all arguments carefully.

There has been a recent development which may interest larger mailers. It's expensive... but certainly takes the headaches out of plate making. The new equipment was developed by Commercial Controls and Addressograph-Multigraph in collaboration. A special Flexowriter with an IBM electric typewriter (see Circle 5) perforates a tape. The tape is fed into a new automatic Graphotype which (controlled by the tape) embosses the plates to be used on Addressograph. Eliminates the hand operation of the Graphotype. All original operator has to do is... type original address on Flexowriter. The whole process similar to monotype composition in a printing plant. Worth investigating... if you can afford about \$8500 for the combination of machines.

In addition to the systems described above there is the Dick Mailer, mostly used by newspapers and magazines. A hand or mechanically operated device. It feeds from long galley proofs of type-set names, and with a pull of the trigger cuts the name from strip and pastes on piece to be mailed.

It's admitted by nearly everyone in the direct mail business that address-

ing is one of the biggest production headaches today. The more you can systematize it—simplify it—the less the headaches. Here, too, visitation will help you. Make visits. Find out how the other fellow is doing it. And don't forget that renting your lists of customers and inquiry names to non-competitive mailers will produce an income and reduce your mailing costs. Consult a list broker about it.

If you operate your own addressing department . . . lay it out so noise effects do not interfere with quieter work. Have production near source of supply and points of shipment or assembly (Circle 16).

You might also investigate possibilities of putting some lists on Ditto sheets or mimeograph stencils (see Circle 8). You can get special stencils or style sheets ruled in rectangular blocks. Type either stencil or original in blocks then run on special perforated gummed sheets. Use labels for addresses. (Some mailers say labels do not reduce returns. Others say the opposite.)

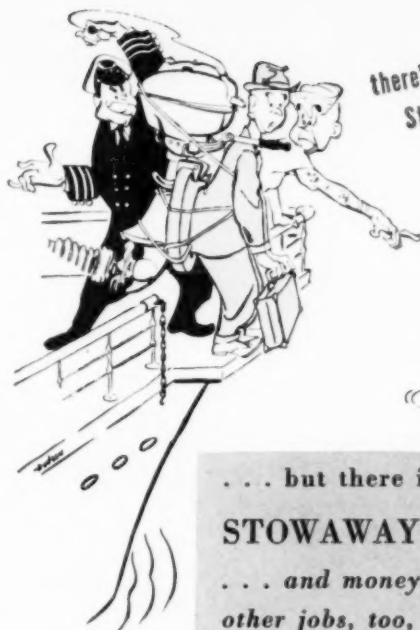
CIRCLES 8, 9, 10—PROCESSING

These spots in your production study could be handled as one unit . . . but it's easier to think in three logical units. In some organizations . . . these three circles might be skipped entirely. You might add only one. If you are determined or find it practical to get into production work . . . then you may have to provide for all three.

This is a controversial subject. Many lettershops and printers resent it when their customers or prospects attempt to do part of the direct mail job. Others are more broadminded and try to help. In some cases, where there is not enough work or when it cannot be supervised, it pays to stick entirely to outside sources. But in some instances it definitely pays to do some of the processing or duplicating inside.

This outline is not a textbook. I don't want to get mixed up in any long description of processes. You can get all that from manufacturers, or by visitation. Here's a tip: send 25¢ to Office Publications Company, 270 Madison Avenue, New York 16, N. Y. and get a reprint of feature printed in "The Office" magazine, titled "Office Reproduction and Imprinting Methods." Will give you most of the details.

I can give you some tips on how to think about the problem. Assuming you don't want to start a printing plant or complete lettershop . . . there



there's no money in
Stowaway People

... but there is money in
STOWAWAY MAIL
... and money in printing
other jobs, too, on

ONION SKIN

Lightweight Bond by **FOX RIVER**



To your customer's profit — and to yours, also — always check the possibilities of Onion Skin by Fox River when you're called in on a direct-mail program. At no extra postage cost, circulars on this fine lightweight bond often stowaway with letters, statements, invoices, price lists, and larger mailings. Write us for . . .

Free Kit of Printed Specimens

... ask your Fox River merchant for samples. Cockle, glazed, unglazed and laid finishes; also six colors. Fox River Paper Corp., Appleton, Wisconsin.

Stowaway on EXTRA CIRCULAR
without adding an Extra Stamp



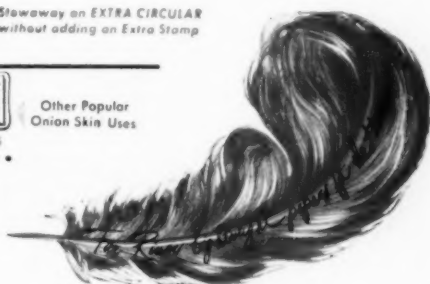
AIR MAIL
overseas and
extra-long
domestic letters



PRICE BOOKS

Other Popular
Onion Skin Uses

PLANT
FORMS



are three fairly simple duplicating processes. We'll discuss them separately in Circles 8, 9 and 10. But no matter what you do . . . don't be like a fellow I know who bought a hand-operated mimeograph and installed it on top of a stack of books in a poorly lighted closet without a window or enough space to operate machine. Remember one rule: The most costly "thing" in any office production department is . . . *too little space*. If you are going into production . . . provide plenty of space for machine, operator, walk around, adjustments

and clean-up, storage of supplies, handling of finished product.

CIRCLE 8 — DUPLICATING BY STENCIL, GELATIN OR SPIRIT MACHINES

These are the fairly simple duplicators. There are two kinds: Mimeographing is the standard, long-established process invented by Thomas Edison and A. B. Dick. You type or draw on a fibre stencil. The ink (in a drum) is squeezed through the stencil onto the paper. Expertly handled, production is clean. You

must have good typewriters and typists with skilled, even touch and know-how to make the stencils, (or use electric typewriters to be sure of "even touch.") Your machine must be kept clean and in good condition. You must train your employees to keep it so. Supplies must be in orderly array.

The A. B. Dick Company has different models . . . from hand-operated to electric automatics. In setting up this type of duplicating department . . . investigate slip-sheeting to prevent offsetting. From Addressing Machine & Equipment Company you can get information on attachments which dry mimeographed sheets along a slow conveyor under heat-ray lamps.

Although mimeographing has become a name of commonly accepted usage . . . other stencil processing equipment is on the market, since A. B. Dick Company (5700 Touhy Avenue, Chicago 31, Illinois) does not have a monopoly. You can investigate the products of such firms as The Print-O-Matic Company, Inc. (Merchandise Mart, Chicago 54, Illinois); Speed-O-Print Corporation (1801 West Larchmont Avenue, Chicago 13, Illinois); Niagara Duplicator Company (725 Second Street, San Francisco 7, California); Rex-Context Distributing Company (128 West 23 Street, New York 11, N. Y.); Autocopy, Inc. (18 West 18 Street, New York, 11, N. Y.); The Heyer Corporation (1850 South Kostner Avenue, Chicago 23, Illinois); Milo Harding Company (423 West Pico Boulevard, Los Angeles, California).

The other type of economical duplicators falls in the gelatin or spirit classification. With gelatin style . . . you type your master with specially prepared ribbon on paper. The paper is placed on a gelatin drum or belt. The gelatin absorbs ink (in reverse). When paper is run through and is pressed on belt it absorbs the blue or purple impression. It is a handy process for copies of speeches, price lists, bulletins . . . where not too many copies are needed.

The spirit duplicators work a little differently. You type a master but have a special carbon face up on back . . . thereby making a reverse carbon on back of paper. Paper is put on machine and it is moistened as drum revolves. As sheets are fed through, moistened reverse makes impression on paper. Also good for short runs. Naturally, quality depends on accuracy and care of typists and operators.

COLLEGE LISTS • INTELLIGENTSIA LISTS • FACULTY LISTS • MILITARY LIST			COLLEGE LISTS • INTELLIGENTSIA LISTS • FACULTY LISTS • MILITARY LIST
• 50,000 ACTIVES PLUS 25M Expires "Fortnight" (News) Magazine, California subscription list		\$15.00 Per M	• EXECUTIVE LISTS •
• 7,500 ACTIVES "COUNTERPOINT" (CALIF.) Magazine subscription list (Formerly Opera & Concert)		\$17.50 Per M	• EXECUTIVE LISTS •
• 250,000 Korean War Veterans (Related to States since May '51) - Growing Weekly, Rank and Home Address		\$15.00 Per M	• EXECUTIVE LISTS •
• 2,100,000 College Undergraduates		\$15.00 Per M	• EXECUTIVE LISTS •
• 3,100,000 U.S.A. College Alumni		\$15.00 Per M	• EXECUTIVE LISTS •
• 500,000 Fraternity Alumni, U.S.A. Colleges		\$15.00 Per M	• EXECUTIVE LISTS •
• 150,000 College Alumni (Now Business Executives)		\$17.50 Per M	• EXECUTIVE LISTS •
• 500,000 Top and Secondary Level Executives, Geographic		\$17.50 Per M	• EXECUTIVE LISTS •
• 50,000 Undergraduates Attending Foreign Colleges		\$22.50 Per M	• EXECUTIVE LISTS •
• 250,000 College FACULTY Fall '51 Semester (largest list in country)		\$15.00 Per M	• EXECUTIVE LISTS •
• 200,000 College Seniors Class 1952		\$17.50 Per M	• EXECUTIVE LISTS •
• 60,000 Foreign College Alumni		\$22.50 Per M	• EXECUTIVE LISTS •
FOLLOWING ARE MAIL-AD EXCLUSIVE BUYER LIST PROPERTIES CHECK YOUR BROKER OR WRITE MAIL-AD DIRECT			
1AM METAPHYSICAL-RELIGIOUS SCIENCE BOOK BUYERS		\$15.00 Per M	• COLLEGE LISTS •
2M CONTRIBUTORS CHARITY \$50 OR MORE		\$25.00 Per M	• COLLEGE LISTS •
3M HOME MAKERS' MART HOUSEHOLD GADGET BUYERS		\$17.50 Per M	• COLLEGE LISTS •
175M AUTOMOTIVE GAS ECONOMY GADGET BUYERS		\$12.50 Per M	• COLLEGE LISTS •
110M AUTOMOTIVE BOOK BUYERS		\$15.00 Per M	• COLLEGE LISTS •
20M COUNTRY CLUB MEMBERS CALIFORNIA		\$15.00 Per M	• COLLEGE LISTS •
30M INSURANCE POLICY HOLDERS		\$12.50 Per M	• COLLEGE LISTS •
4M AMERICAN COLLEGE STUDENT LEADERS		\$15.00 Per M	• COLLEGE LISTS •
5M MEMBERS NEW YORK STOCK EXCHANGE		\$17.50 Per M	• COLLEGE LISTS •
<p>Names available on labels or will address your empties in Los Angeles. College lists compiled each semester from official school registration records. No extra charge for selection by religious or vocational type of school or by geographical area. Special selection by class other than Seniors \$2.50 per M extra. Contact your broker, or write . . .</p>			
<h1>MAIL-AD CO.</h1> <p>6238 WILSHIRE BLVD. LOS ANGELES 48, CALIF. WEBSTER 1-1511</p> <p>"We Will Buy or Broker Your List"</p>			
COLLEGE LISTS • INTELLIGENTSIA LISTS • FACULTY LISTS • MILITARY LIST			COLLEGE LISTS • INTELLIGENTSIA LISTS • FACULTY LISTS • MILITARY LIST

You can get full information from manufacturers, such as Old Town Ribbon and Carbon Company, (750 Pacific Street, Brooklyn 17, N.Y.); Wolber Duplicator & Supply Company, (1208 Cortland Street, Chicago 14, Illinois); Ditto, Inc. (2271 West Harrison Street, Chicago 12, Illinois).

These are the simple units in a direct mail setup. Very seldom used for original promotion. Very valuable for supplementary or informative material.

CIRCLE 9 — PROCESSING BY MULTIGRAPH OR RAISED TYPE

Processing by multigraph or raised type was mentioned briefly in Section I. You can get all information about standard equipment from Addressograph-Multigraph Corporation (1200 Babbitt Road, Cleveland 17, Ohio) or local offices. Again . . . don't jump until you are sure you have enough work and that you can employ or train skilled operators.

Of course, there are other machines (mostly flat bed) for processing form letters through a ribbon . . . but unless you are very large you don't want to get into those complications. You better make a thorough analysis of whether to have your through-a-ribbon processing done inside or outside. If inside . . . you'll have to decide on how to set type. Whether manually on equipment supplied by Addressograph-Multigraph or by such firms as Uni-Bar Fastype Company (138 North 12 Street, Philadelphia 7, Pennsylvania), which will set your type on strips and return to you for inserting in the curved, tracked drums.

Or you can investigate the use of rubber plates. You can even make them yourself on a special machine offered by Addressing Machine & Equipment Company. The same company, if you have an extensive mailing output, can tell you about a Frankenstein or Rube Goldberg type of tandem setup. Three multigraphs synchronized together—one printing letterhead, another processing in one color, the third adding second color paragraphs and signing. Only good for long runs as it takes time to make all adjustments.

If you get into this type of work . . . provide plenty of working room; have adequate storage space; make provisions for disposing or storage of finished materials. Your work will be no better than the skill of the operator.

CIRCLE 10 — OFFSET PROCESSING

Many companies, both small and large, have profited by the installation

of office offset equipment. But again, don't jump until you are sure you can obtain, train, and supervise skilled help. It isn't a raw office boy's job in spite of advertising and sales claims.

The standard machine is the Multilith manufactured by Addressograph-Multigraph. No need to describe process. It is simply *offset*. You run from metal, paper, or plastic plates. Problems are plate making, care and operation of the machine. But many organizations are producing creditable letterheads, order or office forms, bulletins and even house magazines.

The Davidson Corporation (1040 West Adams Street, Chicago 7, Illinois) has a dual machine which can be used for offset (as the Multilith) or by a rapid change of head can be converted into either a ribbon or ink printer. Has many adaptations.

A. B. Dick Company (mimeographing) is going into the office-offset field with an adaptation of the Lithomat . . . so that is worth investigating.

Of course, there are small sized "standard" offset machines . . . some used in larger office setups, but mostly by printers. These larger types are manufactured by such companies as



Here's your chance to save hundreds of dollars on the purchase of direct mail equipment!

Advised, are three machines that play vital roles in the production of direct mail promotions. Each machine has been completely rebuilt to be the equal of new and is sold with a new machine guarantee. And each machine is priced hundreds of dollars below the cost of new equipment.

Cut down your operating costs, step up your direct mail production . . . by choosing this fine equipment today!



MODEL 1250 MULTILITH

10x14, streamlined model, complete with "extras." Speeds up to 6000 sheets per hour. Completely rebuilt—fully guaranteed.

\$1695

Model 2066 Multilith with Davidson Feed.	\$2450
Model 2066 Multilith with Streamlined Feed.	\$2950
Model 1327 Multilith with Davidson Feed.	\$1550
Model 1327 Multilith with Streamlined Feed.	\$1950

ADDRESSOGRAPH

Model 2700 **\$350**

Electrically-operated. Prints consecutively, in duplicate, in repeat, or skips as desired. Speeds up to 3000 impressions per hour.

Also: Savings on all models of Addressograph machines, Graphotype and Speedaumat equipment, Addressograph Frames and Cabinets, Postage Meters and Sealing machines.



MIMEOGRAPH

Model 96 **\$275**

Fully automatic machine that anyone can operate. Takes post card size to 8 1/2 x 14 sheets. Accurate registration. Automatic inking. Automatic feed. Tray holds 500 sheets.

Also Available at Low Prices:

All model Mimeographs, Elliott Addressers & Duplicators.

NOTE: We pay top cash prices for all types of office machines and direct mail equipment.

Addressing Machine & Equipment Co.

326 Broadway, New York 7, N. Y.

HA 2-6700

Hamilton Papers at work



THE BROADSIDE

In the old days a broadside was a large sheet of paper, printed on one side and distributed at street corners. The modern broadside is still usually printed on one side, but it appears in many different shapes and sizes, and it usually goes out by mail. In fact it is one of the most popular media for direct-mail advertising and as such is an important use for Hamilton Text and Cover Papers.

These fine papers help tell the news with warmth as well as dignity. They are more than a mere background. They afford

choice of texture, pattern, color—a variety so great that your message can be distinctively yours.

Our illustration shows one form for a broadside—a simple one-page job which folds down to fit the standard-size matching envelopes available at your Hamilton distributor. The message is an editorial of considerable interest to salesmen. It's called "Sales Reports are read by critics." A free copy will be sent you on request—quantity reprints at cost. Just fill in the coupon below.

HAMILTON PAPERS

W. C. Hamilton & Sons • Miquon, Pa.
Offices in New York • Chicago • Los Angeles



W. C. HAMILTON & SONS, DEPT. R-4, MIQUON, PA.
Please send me a copy of "Sales Reports are read by critics."

Name _____

Firm Name _____

Address _____

City _____

Zone _____

State _____

Harris-Seybold Company (4510 East 71 Street, Cleveland 5, Ohio) and American Type Founders (Elizabeth New Jersey).

These Circles 8, 9 and 10 give you only a sketchy idea of usual office duplicating. If you go into it . . . do it right. Get advice from experts. Set up a special department which adjoins and leads into the problems connected with next circle.

CIRCLE 11—COPY PREPARATION

Even if you do not install any duplicating equipment . . . it might pay you to consider preparing your own copy for outside reproduction. But you are beginning to get into technical details which can't be covered in a short outline like this. There is a book on copy preparation for offset. Get it and read it. "How to Prepare Art and Copy for Offset Lithography" by William I. Stevens and John A. McKinven. Published by Dorval Publishing Company, Maywood, N. J. (Price \$5.25) Maybe you don't even need the book. Your lettershop or printer will help you.

You need for this department such things as:

The Vari Typex. The office composing machine which writes with interchangeable different faces and variable spaces. Needs skilled operator. (Coxhead Corporation, Newark, N.J.)

IBM Electric Typewriters are also good for offset composition.

Distinctive but fixed type. (International Business Machines Corp.)

Many typewriter communicators offer machines with carbon ribbon attachment (nearly necessary for preparing direct image offset plates.) You should investigate all the possible helps for preparing copy, like Foto-Type (the individual characters are on gummied sheets which can be used for head lines). Contact Foto-Type, Inc. (1423 Roscoe Street, Chicago 13, Illinois).

Get acquainted with Scrap Books (illustrations, decorations, etc.) such as those offered by A. A. Archbold (1207 South Lake, Los Angeles 6, California) and Harry Volk, Jr. (Central Bldg. Atlantic City, N. J.)

Two types of plates are used for office offset duplicators: (1) direct image and (2) process (burned into plate with light and chemicals). Investigate all the possibilities of using direct image plates which need no photography . . . such as Colithio Offset Master Plates manufactured by Columbia Ribbon & Carbon Mfg. Co. Inc. (1010 Herb Hill Road, Glen Cove, N. Y.) and Plastiplates de-

veloped by Remington Rand, Business Machines & Supplies Division (315 Fourth Avenue, New York 10, N.Y.) Such plates are also available from Addressograph Multigraph, A. B. Dick and Ditto.

In your search for labor-saving and cost-cutting equipment you may find you need some sort of copying or photostating machine . . . to be used for preliminary copies without the duplicating machines. Investigate Ozalid (Ozalid Company, Johnson City, N. Y.) and Copyflex (Charles Bruning Company, Inc., 100 Reade Street, New York 13, N. Y.).

If you decide to go all out in offset duplication . . . then you need an expert. Better hire him. You can save money. You can lose money. You can have your process plates made by an outside contractor or you can make them yourself by installing the necessary cameras, tanks, chemicals, etc. But you are definitely in the production business with all its headaches. Get the complete setup from the manufacturers of the processing machines you decide to use (Circle 10). You'll need adequate space, good storage facilities, skilled help. You'll need constant research.

Addressing Machine & Equipment Company (again) can tell you about the Kenroy Camera-Platemaker which is rented to users and competently serviced. Other inside-office plate makers are sold by Remington Rand (Plas-tiphoto), A. B. Dick and Ditto.

You can improve quality of all your offset work by installing an Anti-Offset Jobmaster (to prevent smearing). Get information from Morris Golde of Michael Lith Company, (145 West 45 Street, New York 19, N. Y.).

The Multi-Use Headliner, distributed by the Multi-Ad Services, Inc. (100 Walnut Street, Peoria, Illinois), is an ingenious machine which gives you all sorts of photographic type heads by hanging and rotating plastic master discs.

You may need enlarging cameras for blowing up art work. Write to L. A. Engel, Inc. (624 Syndicate Building, Minneapolis 2, Minnesota) for information on Art-O-Graph.

American Type Founders (200 El mora Avenue, Elizabeth N.J.) can help you out on layout problems with their tracing cards for different alphabets. Good for lining up preliminary headlines, etc.

In other words, you'll be constantly on the search for new ideas and better methods. If you get somebody competent to supervise the operation you'll be successful. Otherwise, not.

CIRCLE 12—FINISHING (FROM PROCESSING)

There's an extra circle which many people overlook. When you get into office duplicating (or even when you have processing delivered from a printer or lettershop) there are some necessary motions which must be completed before the job is ready for final assembly in Circle 16. Jogging is one step. Collating another.

Before sheets are ready for folding or collating they must be evened up . . . edges straightened. It can be done by hand, but it's messy and there's danger of waste from frayed edges and smeared sheets. So best thing is to get an automatic jogger. A hand ful of sheets are placed on a gently vibrating platform and the stack slips into evenness. There are various styles on the market. Good ones can be obtained from: Magic Circle Manufacturing Corp. (6136 East Admiral Place, Tulsa, Oklahoma); Purnyea Manufacturing Company (322 South Water Street, Wichita, Kansas; M. L. Abrams Company (1639 Superior Avenue, Cleveland 14, Ohio); Caston Printers Supply Company (Caston Building, Cleveland 15, Ohio); Syntron Company (112 Lexington Avenue, Homer City, Pa.).

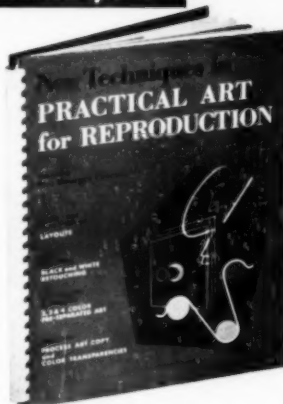
Collating or gathering sheets together is another forgotten operation which always takes a lot of time. In most places it is a hand operation. Here is some advice by Ed Husen of Detroit in the December 1951 Reporter:

"For hand collating . . . proper arrangement of the materials will cut down or eliminate lost motion. The sheets should be laid out in proper order for assembly, with the stacks slightly 'fanned' to make it easier to pick them up. The operator can usually handle six to eight sheets, sitting at the table; and both hands should have an equal job in picking up the pages. A simple lap-board, on which the operator can deposit the assembled groups, is a great convenience. This is a thin board, to one edge of which is attached a narrow strip to keep the sheets from falling off, and a couple of tapes which the operator can fasten around her waist.

"Operators should always be cautioned to watch what they are doing, to avoid blank sheets, poorly printed sheets, and to make sure each assembly contains the full number of sheets, in proper order.

"For more sheets than the operator can conveniently gather while seated, the old-fashioned 'walk-around'

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method is still in extensive use. The piles of sheets are laid out on a large table, and the operator walks around the table, picking off the sheets as she passes by the stacks. Several operators can thus work at one table.

"A rubber finger-tip is a necessity—usually placed on the second finger of the right hand."

But a number of collating devices have been put on the market. They are worth investigating for they save valuable time. Among the best: Evans Gathering Racks (Evans Specialty Company, Inc. 407 North Munford, Richmond 20, Virginia) and Thomas Collators (Thomas Mechanical Collator Corp., 30 Church Street, New York 7, N.Y.).

For large operations, Harris-Sevbold has the Macy Collator, a completely automatic machine handling eight bins of sheets. More expensive but worth it when volume is big enough. Thomas Corporation (above) has also brought out a heavy duty, high speed vacuumatic collator. A revolving drum collator is offered by Reproduction Products Company (1714 Damen Avenue, Chicago 47, Illinois).

This Circle 12 can be small or large depending on your output. Place the unit strategically so it is convenient to duplicating output and

to final assembly. Be sure you make provisions for stocking or storing the collated units safely until final assembly.

CIRCLE 13 — FOLDING

This operation naturally follows all the others. You are getting ready for final assembly. In many offices folding is still done by hand. Here's Ed Husen's advice:

"Hand-folding single sheets is most rapidly done by folding a number of sheets at once, using a bone or plastic folder; then opening up the folded stack, placing it upside down on the table, and picking the single sheets off the pile with one hand (a rubber finger-tip helps), transferring them to the other hand, and giving them a squeeze before they are laid on the pile of folded work. Folding gathered sets of two or more sheets can be done rapidly if the operator first folds the set to its approximate position, then runs thumb and fingers (spread apart) over the two folded edges. This is a little rough on the skin, however, and sometimes causes blisters!"

But . . . hand-folding is always slow. Machines can do it quicker. Even the smallest office should be able to afford one of the efficient, small

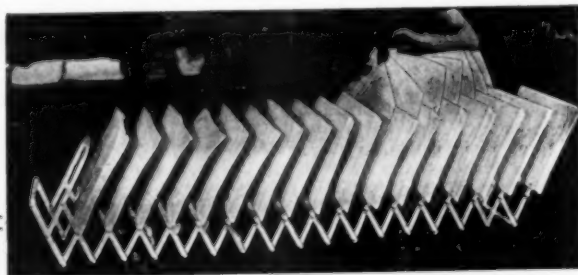
desk models. They should "pay for themselves" in a short time. Get information about them from Russell Ernest Baum, Inc. (615 Chestnut Street Philadelphia 6, Pennsylvania); Pitney-Bowes, Inc. (3442 Pacific Street, Stamford, Connecticut); Davidson Corporation (1040 West Adams Street Chicago 7, Illinois); A. B. Dick and Addressograph-Multigraph (addresses given before).

Some of the small models make only two folds—to handle average letterhead for No. 10 envelope. You may need larger machines which accommodate all sorts of sizes and folds. But if you step up from the small to the large . . . it often pays to keep the small machine. Have it available already adjusted for quick jobs when the larger machine is tied up. Remember in planning your floor layout . . . the larger folders make considerable noise. Spot the equipment away from parts of the office which require quiet.

Any planning for folding . . . should include consideration of sealing self-mailers.

With self-mailers, you skip Circle 16 entirely. The sealing can be done right after the folding. Hand sealing with moistened stickers is tedious

Lowered Collating Costs = More Profits



DIMES SAVED on collating mean more profits to you from your direct mail advertising.

WORKER'S TIME saved means more profits — jobs get out on schedule without overtime.

One unskilled worker collates 3,500 sheets an hour, sitting or standing, gathering without fatigue. Of all aluminum, each section holds 500 sheets at inclined angle. Use racks singly, or two or more together for large assemblies. Racks collapse for setting aside.

See your Dealer or Write: EVANS SPECIALTY CO., INC.

USE
**Evans
GATHERING
RACKS**

GUARANTEED to produce quicker and better results than any other collating aid on the market, Evans GATHERING RACKS will do a job for you, saving time and labor.

Pictured: 18-Section TU Model at \$25.
7 other Models, priced \$11 to \$16.50.

409 N. Munford St., Richmond 20, Va.

work. There are two machines now available.

The Minnesota Mining & Manufacturing Company (900 Fauquier Avenue, St. Paul 6, Minnesota) sell an effective desk type automatic model which seals rapidly with scotch tape. The Seal-O-Matic Machine Mfg. Co. (South Hackensack, N.J.) offers a big machine which seals with round gummed labels at terrific speed.

If this type of work is *spasmodic* in your setup, it might be better to have your printer or bindery arrange for the sealing. Many are equipped with Seal-O-Matics, or in some cities the machines can be rented on a one-job basis. At any rate . . . sealing operation is important. In commercial plants the folding and self-mailer sealing department usually produces the largest net profit in terms of capital invested, floor space occupied and labor involved.

CIRCLE 14—HANDLING AND MOVING

This is a spot in direct mail production which is often neglected entirely. It offers one of the best opportunities to eliminate lost motions and wasted time. A good rule to remember . . . don't let well-paid operators walk for, lift or carry any material which can be pushed or pulled. In Circle 6 (Lists) I suggested that small list units be placed on portable roller stands so stencils or plates could be moved to correcting desks. The same principle applies all along the production line.

Jack Tillotson of Modern Handcraft (2401 Burlington Street, North Kansas City 16, Missouri) told the New York Hundred Million Club how his company had saved considerable money and speeded production by focusing on the *handling* problem. They built special wheel-type platforms with bins and racks for moving supplies from one operation to another. If the problem is important in large operations . . . it's equally important for small units.

You can get all sorts of portable platforms, racks and tables by contacting All Purpose Metal Equipment Corporation (Rochester, N.Y.).

Their racks have removable trays to accommodate envelopes and stationery delivered to typists. Trays are left with operator until filled with completed work . . . then moved on the portable rack to the assembly or mailing operation. The Corbin Wood Products Division of The American Hardware Corporation (New Britain



This scene at International Mailers Inc. shows how Bunn speed-tying saves time, boosts production.

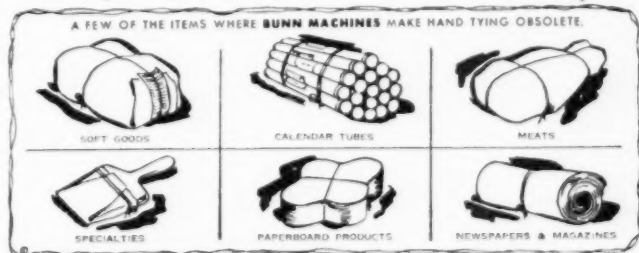


"Bunn machine ties packages 4 times faster" SAYS MAILING FIRM

"We bought our first Bunn Package Tying Machine in 1945. We soon found that it ties mail at least 4 times faster than the machine methods we'd been using. With Bunn equipment, our operators average 25 to 35 packages tied per minute—that's 50 to 70 double wraps and ties with about 50 pieces of mail per package. With production like that, it's no wonder that, since 1945, we've ordered only Bunn machines for package tying." **John P. Stanaitis, Secretary-Treasurer, International Mailers Inc., Chicago, Ill.**

The secret of the speed Mr. Stanaitis describes is this: the operator never has to remove the package from the table during the tying operation. Perhaps this exclusive Bunn feature can speed up your package tying too!

SEND NOW FOR INFORMATIVE BULLETIN No. 100 Tells how you slash package tying time, save twine and sharply reduce costs with Bunn automatic speed-tying. Lists over 50 types of packages that can be Bunn-tied without changing machine for varying sizes and shapes. Write address below. No obligation, of course.



BUNN *the original package tying machine*
1907—in our 45th year—1952

B. H. BUNN COMPANY, DEPT. R-4, 7806 VINCENNES AVE., CHICAGO 20, ILLINOIS

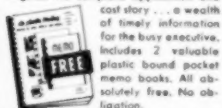


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| Business Executives | New Business |
| Business Women | New Mothers |
| Buyers (Store) | Nurses |
| Canvassers | Office Workers |
| Car Owners | Pilots |
| Catholic Buyers | Professional People |
| Charity | Purchasing Agents |
| Contributors | Religious Groups |
| Church Societies | Retail & Dept. |
| Civil Service Lists | Stores |
| Clergymen | Scientists |
| Clubs & Associations | Sportmen |
| Club Members | Stockholders |
| College Alumni | Teachers |
| Defense | Teen-Agers |
| Contractors | Television Owners |
| Dot Owners | Top Salesmen |
| Engineers | Treasurers |
| Factory Workers | Veterans |
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Write on your business letterhead
 for FREE Catalog

DUNHILL INTERNATIONAL
 LIST CO., INC.

565 Fifth Ave., N. Y. 17, PLaza 3-0833

Connecticut) can supply you with portable tables (similar to those they manufacture for the Post Office Department for moving mail from the cancelling machines to the separation cases).

Study the possibilities of saving money, gaining time, making work easier by logical handling and moving methods. You may have special problems which could be solved easily by a local carpenter. One word of caution: If you make or have around any such portable equipment be careful of the height. Don't use dollies or similar low pieces which when left idle in aisles may trip and injure operators. Have your portable equipment of good see-able and workable height.

In larger operations you may want to consider conveyors. The big mail order houses are experts on the subject. But I have seen some creditable tailor-made conveyors built to accommodate a ticklish operation. You can have a table with a slow-moving belt top to speed up assembly of mailing units. Or a conveyor might be used to move by gravity finished pieces from "Assembly" or "Postage" to the sorting cases. Such things are worth remembering when you run into special problems.

CIRCLE 15—SPECIAL FINISHING

There's a spot in nearly every direct mail setup for special finishing equipment.

Stapling is nearly an everyday problem in most offices. Naturally, you can use the small hand models sold at all stationery stores. But if you have much stapling... get yourself an automatic model like the electric Staplex manufactured by The Staplex Company (68-72 Jay Street, Brooklyn 1, N.Y.). It leaves both hands of operator free for the inserting and removing motions. Machine automatically staples when sheets are fed into it. The operation is worth study... because recipients of mail are sometimes confused if pieces within an envelope are in disorderly array. By stapling your informative sheet, order form, etc. under your letter... you may force a more orderly reading of your offer. Experiment with it.

Punching is often a headache when you don't have the right equipment handy just when you need it. It's a nuisance and waste of time to send sheets out to a bindery. So equip some spot in your production setup with a good, adjustable punch... either large or small depending on

your needs. Any supply house can furnish.

Cutting is a necessity, if you are doing much duplicating work... and the sky is the limit on what you can spend. You won't need the big Seybold models unless you have a large printing production... but you can get smaller models to fit your needs.

Binding operations are usually turned over to well-equipped commercial binderies. Few office production plants want to get into the headaches of stitching, pasting etc. But there is one development which deserves study. If you have the routine problem of preparing prospectuses, sales portfolios, or hand-tailored, assembled, loose-leaf catalogs (to answer inquiries) get acquainted with the low cost, portable office binding equipment offered by General Binding Corporation (810 West Belmont Avenue, Chicago 14, Illinois). With this equipment your operators can assemble and punch a selected group of sheets... then attach or bind them together quickly with attractive plastic binding. Properly used and when needed... this binding equipment can save money. Is used by many advertising agencies and sales departments. The Tauber plastic binder is an economical device which quickly binds a group of sheets with three plastic rings.

The principle job is to find out what you need in finishing facilities. Then spot the equipment and working space so it will be convenient to the operations concerned.

CIRCLE 16—ASSEMBLY OPERATIONS

This is the real HOT SPOT. The place where most money is poured down the drain in the average production layout. There are all sorts of problems and no two are alike.

The most costly item in your planning may be... too little working space (as we've mentioned before). You need room... adequate room. Good tables and chairs for operators. Good lighting. This is the place where you assemble each job and get it ready for stamping and mailing. The operators have to be trained. They should be told and shown in advance the exact make up of every job. The position of every piece in the unit.

Here is some advice given by Ed Husen in the December 1951 Report:

"Of necessity, many mailing operations are 'hand' operations. Either there is no suitable machinery for performing them, or the machines

are so costly that the small or average mailer is not justified in purchasing them. The first essential to speed in hand mailing jobs is to lay out the work so that the operator can use both hands—and both hands to an approximately equal degree. Chair and table height should be right—which means the worker should be slightly above her work. A good working height for the table top is about two inches below the level of her elbows. There should be no excessive reaching for materials; and sufficient material should be placed before the operator so that she is not required to stop frequently to get an additional supply in another part of the room. Extra material should be within convenient reaching distance — preferably on a raised shelf at the back of the worktable or, better still, on steel workshelves mounted on racks and fastened to the table top.

"In sealing envelopes by hand, it is important to 'flap' them — that is, flaps turned up and envelopes stacked in this manner. This can be done quickly, with a little practice, by grasping the flap of the envelope between thumb and fingers and sliding the flaps, one by one, beneath each other.

"Then the flaps of a handful of envelopes are turned up and bent slightly backwards so that they will stay up. Twenty or so 'flapped' envelopes are then fanned out, so that each flap projects about one-quarter inch beyond the next one. The whole batch is then moistened at one time with a sponge, the envelopes picked up quickly one by one with the left hand, transferred to the right, which folds the flap down. A squeeze of the stack with both hands will then 'set' the gummed flaps. Bond envelopes cause a little trouble, since the stickum does not adhere so readily when freshly moistened, but if a few extra seconds are allowed to elapse before sealing (to allow the gum to become tacky) no trouble will be experienced.

"One thing more: Do not permit operators to throw sealed or stamped envelopes into a rough pile. They only have to be jogged together again. It is just as simple to place each envelope in a neat stack at the operator's right or left. A table divided into compartments makes it easy to stack the envelope against the projecting board.

"Inserting (placing folded sheets or other enclosures in envelopes) can be speeded up by proper arrangement of the work. Envelopes may be 'flapped'

to speed up inserting, though some experienced operators can do just as speedy a job without flapping. Enclosures should be arranged at the operator's right, in the order in which they are to be picked up and inserted. If enclosures (such as stuffers or circulars) are to go inside the folded letter or other principal piece, this job should be done first; then the complete enclosure picked up and inserted at one time. Sometimes it speeds up the operation if operators work in teams — one assembles or gathers the enclosures, the other does the inserting. Where there are many enclosures, it may require two or

three or more operators on the assembly job to keep up with one on the inserting end.

"Bear in mind always that work must be arranged so that as far as possible the operator uses both hands equally, that she should not have to reach for anything, and that her work should always be kept in neat, orderly arrangement."

Sometimes . . . the stamping operation must be done on the assembly tables (where mechanical equipment has not been installed). Huse's advice on training operators is:

"Sheets of stamps are torn into strips of ten, the unstamped envelopes

how do YOU collate!



Are the scenes at the left familiar? One girl at the Thomas Collator pictured below can match the production of as many as four girls "gathering" manually. If this saving interests you, please write us for brochure "R4" and the full story.



Thomas Collators

SPECIALISTS IN PAPER GATHERING
30 Church Street New York 7 Dlgby 9-2270

neatly stacked at the left of the operator, and the stamps placed quickly and accurately, one by one, with the right hand, while the left thumb presses them into place.

"The strips of stamps may be moistened all at one time, instead of singly, though inexperienced operators seem to have trouble working rapidly enough to keep the moistened stamps from sticking to their fingers.

"The sheet stamps may be torn into strips, or cut apart on a 12-inch hand paper cutter. The coiled stamps, sold for stamping machines, are sometimes used, but because these are printed on heavier stock, are not so easy to tear apart rapidly."

In other words . . . this assembly operation is the place for diligent motion study.

Everybody has his own ideas about laying out a mailing assembly department. Some plans favor a "U" shape table arrangement with next Circle 17 (Postage) centered at bottom of the "U." But with proper handling equipment (Circle 14) there is no serious objection to an ordinary long table or horizontal rows of them. It's wise to have special tables built with racks or shelves at back to accommodate finished work. Make it a firm policy to have the tail-ends of every

job cleaned away before another job is started.

On the sealing operations (not connected with stamping) automatic machines are available. Don't do hand sealing if you can avoid it. Any office equipment supply house can give you details.

If your operations are large . . . there is an automatic inserting machine (manufactured by Inserting and Mailing Machine Company Phillipsburg, N. J.). Up to six separate enclosures can be placed in bins and fed automatically at high speed into the envelopes which are then sealed, counted and stacked. Your runs naturally have to be large to afford the investment and time required for making machine ready. But it's a wonderful invention.

Incidentally . . . there's a new foreign-made gadget on the market (about size of an adding machine) which will (by pressing a lever) fold a letter, insert it in envelope and seal. It's distributed by Okafold Company (254 West 98 Street, New York 25, N.Y.). Couldn't handle big production but would be a time saver for secretaries.

Circle 16 requires constant study. Watching it carefully may give you ideas to be used in the creative or

planning department. For instance, T. A. Longmire, advertising manager of the Wassell Organization, Inc. (Westport, Connecticut) did some experimenting on cutting costs of a 100,000 mailing. In order to avoid manual operation of stapling and imprinted return card to his letter (to show through a No. 10 window envelope) he had his cards printed to fit the No. 10 envelope snugly, with a perforated flap on one end. The larger sized card cost \$200 more than regular card, but he saved \$800 on his assembly (inserting) job . . . or a net saving on the 100,000 of \$600. And the new format, for some reason, worked better.

So it pays even the creator of direct mail to fuss around with Circle 16. You'll discover better ways to do little things.

CIRCLE 17—POSTAGE OPERATIONS

Hand stamping is pretty much outmoded. To tell the truth . . . stamps may soon be out of date, as more than 50 per cent of all mail is now metered.

Your Circle 17 is extremely important . . . because there is where you spend actual hard cash.

If you are still sticking to stamps . . . get some sort of an automatic



Insure your Direct Mail against this!

When you spend good money for direct mail advertising, you certainly want your message read—not tossed into the nearest wastebasket, unopened. Cupples-Hesse envelopes are good insurance against that hazard.

Smart design, custom-embossing, colorful dye-stripping; these features in Cupples-Hesse envelopes create a powerful and favorable first impression that arouses the reader's interest and leads him into your sales message in an expectant and receptive frame of mind.

Cupples-Hesse envelopes can help you increase readership and as a result increase returns. Your mailing has a better chance of escaping the horrible fate of being pitched into "file 13"—when it's enclosed in a well designed Cupples-Hesse envelope.

For your next mailing and every mailing, order Cupples-Hesse envelopes.

Cupples-Hesse Corporation

4174 N. KINGSHIGHWAY BLVD., SAINT LOUIS 13, MO.

2 HANDS DO THE WORK of 20



WITH . . .

Stoplex

THE AUTOMATIC ELECTRIC STAPLER

Thousands of current users report savings up to 70% . . . and more!

Fast, instantaneous, fool-proof stapling . . . both hands free for work!



THE

Stoplex

COMPANY

68-78 Jay Street
Brooklyn 1, N. Y.

attacher. There are small hand models which hold rolls of 500. Commercial Controls can supply a machine which attaches stamps from a roll. The same machine can be used for opening the mail.

The standard metering device is the Postage Meter. With it you can avoid all stamp purchases. Just pay for a meter reading and you can use up any denominations until reading has expired.

Your problem is to decide whether you want to use stamps or meter, and how much of your mail will carry permit indicia. If metering seems indicated . . . then decide on type of machine needed. They come from desk model sizes to large automatic, high-speed equipment.

Your main job is to protect this important Circle 17. You must have an experienced, careful, well-trained employee. Don't let everyone and his brother run the meter or handle stamps. The meter should be a *one man responsibility*. Install a system whereby you have a check on the date change. Make operator submit a proof of day's date indicia to proper supervisor (or cashier) before machine starts operating on any single day.

Be sure your operator is equipped with adequate scales. Don't depend on cheap spring scales which may get out of kilter. Buy good scales, such as those manufactured by Pitney-Bowes, Toledo or Detecto. Have large scales if your Circle 17 operator must handle much parcel post.

This operator, too, must know all postal rates and most regulations. Your automatically typewritten letters, for example, must be mailed first class. They are first class. You can get from nearly every envelope manufacturer wall charts or booklets giving simple instructions for computing the right postage. Your supervisor of postage should know most of the answers on all postal questions.

I was very much interested in a quiz which Dave Goldwasser developed for all representatives of the Atlanta Envelope Company, Atlanta, Georgia. He figured . . . maybe the representatives didn't know as much as they should. The answers to the quiz proved it. I'm reproducing the questions here with Dave's permission. Maybe you could use something similar, or more elaborate, to test your supervisor or operator. It's worth trying.

(See next page)

The answers to all of those questions should be easy for anyone who knows the contents or has available

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MARTIN Advertising AGENCY
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WRITE FOR SAMPLES

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484 Lexington Ave., New York 17, N.Y.

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REBUILT ADDRESSOGRAPH

All Models

Hand & Electric

WE MANUFACTURE . . .
BUY and SELL Plates,
Frames, trays, cabinets,
tabs, ribbons, speedau-
mats. Our large stencil
embossing dept. gives
fast, accurate service.



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WE MANUFACTURE . . .
BUY and SELL Fibre stan-
cils, long & short trays,
cabinets, liquid & paste
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MAILERS' EQUIPMENT CO.

IN A FEW MINUTES . . .
PLASTIC BIND YOUR OWN PRE-
SENTATIONS — PAMPHLETS —
REPORTS RIGHT IN YOUR OWN
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Now . . . for the same price
of an ordinary
stapling machine, you
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STENCIL CUTTING IS JUST A MATTER OF SECONDS NOWADAYS!

A million years ago, when a Neanderthal man wanted to send his girlfriend a postcard, it took him a full day just to carve out her name and address. Today *Circulation Associates'* modern stencil-addressing equipment will turn out as many as 15,000 pieces in an hour! And the postman will have no trouble deciphering and delivering them either!

Circulation Associates operates efficient, modern equipment for cutting and maintaining Speedamat, Elliott or Addressograph stencils . . . in any quantity from a few hundred to many millions . . . at the lowest obtainable rates for quick, clean, accurate work. C.A. will address your lists for you, too . . . in a centrally-located plant staffed with more than 400 skilled, experienced employees . . . at a saving in occupancy-cost and operating personnel that will turn a new, bright light on your Direct-Mail cost figures. Its 55,000 square feet of production and warehouse space are used daily, in fact, by many of the country's leading Direct-Mail users for fast, accurate handling of ALL of their needs.

Tell us today . . . by postcard, letter, 'phone or wire . . . what your requirements are, and we will give you a preliminary estimate of the cost of cutting and/or maintaining your lists on stencils within 24 hours . . . and what the cost of any of your other Direct-Mail operations will be.

CIRCULATION ASSOCIATES

Speedamat, Addressograph and Elliott Stencils • List Maintenance and Compilation • Addressing • Mailing • Triple Head Multigraphing • Offset and Letterpress Printing • Complete Direct-Mail Campaigns •

1745 Broadway • NEW YORK 19, N. Y.
Telephone Today—JUDson 6-3530

a postal guide. (Incidentally . . . do you know the answers?)

The Canadian Post Office Department deserves a big round of applause for recognizing the need of more training in mailing departments. In all the major Canadian centers, courses are offered by the P.O. to employers. They can enroll mailroom personnel without charge. Here are some of the points . . . supplied to us by Charles Brav, public relations officer at Hamilton, Ontario.

Have ample floor space.

Tables of good working height, arranged in good continuity for a flow of work.

Collation case for making composite packages to one addressee (outgoing routine correspondence).

A scale, or scales, of capacities in keeping with the type of mail sent out by the firm.

Mail prepayment section should be equipped with a meter machine or stamp drawers.

A dispatch case is ideal for making up bundles in separations; such as small and large packages, air mail, registered, c.o.d., special delivery.

Bags or racks for different classes of mail should be next in line and near the point of exit. Tags or marking devices should be used as an outward indication of the class of mail enclosed in the bags.

The equipment should be placed with due regard to the saving of steps and the elimination of confusion and interference.

One person should be responsible for postage and/or machine operation.

A file of evidence of date changes should be kept if a meter machine is used.

It's too bad we don't have such courses in the U. S. Postal System . . . but a good direct mail production supervisor should plan his work and train employees in this fashion. Perhaps this outline will help in collecting and arranging material for such an internal course.

1. What is the permit fee for third class mail?
2. When may third class mail be sealed?
3. Is it permissible to enclose a business reply envelope in fourth class matter?
4. When Sec. 34.77 is used, what type mailing does it cover?
5. What is the rate per piece on third class matter,—if size or form is: Irregular in shape?
Exceeds size 9 x 12?
6. Can a third class permit holder mail under several different company names?
7. What is meant by "Paid in Money" permit?
8. How much is third class Circular Mail rate?
9. What section number is used on business reply envelopes?
(a) How many printing styles are allowed?
10. Under what specifications may government forms W-2 be mailed in window envelopes?
11. What are the restrictions covering printing of extraneous matter on the outside of an envelope?
12. How much free advertising space does the front and back of a Number 10 envelope offer?
13. What amount of postage would be required on the following:
24 Page booklet, self cover, size 6 x 9, 60 book paper, using sub. 24 Booklet envelope?
14. Is it permissible to print on face of envelope "Form 3547—Requested" and return address on seal flap?
15. On third class mail what are the rate charges for each piece returned by Post Office Dept?
16. If second class matter is enclosed in an envelope, what printing should appear on envelope?
17. What is the amount of the permit fee for business reply envelopes?
18. When does the third class rate increase?
(a) Old Rate? (b) New Rate?
19. What does Sec. 34.65 P. L. & R. cover and who is permitted to use it?
20. What are the printing requirements for window envelopes?

CIRCLE 18—SORTING AND DISPATCH

Some of the notes in Circle 17 apply also to this end of the line. After stamping comes the final step: getting ready for the Post Office.

First class mail is easy. You don't necessarily have to face and bundle it, but if you do you'll get prompter dispatch through the Post Office. Metered first class mail must be faced and tied. It gets fast service at Post Office because you sidestep "piano" and canceling operations and your mail goes directly to separating cases.

If you have much third class mail . . . you must equip the final department with separation cases, such as those manufactured by Pitney-Bowes, Commercial Control or Corbin Division of American Hardware.

Again, we'll refer to Ed Husen's advice for hand operations:

"Third class matter mailed under PL&R 34.66 must be sorted by cities and towns. If the list is not in strict geographical order, the first sorting should be by states. A sorting cabinet consisting of an upright set of 48 'pigeon holes,' each opening large enough to accept the largest piece usually mailed, is needed. After the mail is sorted by states, each state must again be sorted into cities, and in each city where there are 10 or more pieces, these must be tied and labeled. A simple form, bearing the legend 'All for (name of town)' is tied at the top of the bundle; and only mail for a single state can be included in one mail sack. The sack must also be labeled 'All for (name of state)' and the label slipped into the labelholder of the sack. Where the number of pieces per town is less than 10, these may be tied together and labeled 'Miscellaneous cities (name of state).'"

The number of separating cases or cabinets you need depend on your output. You should figure on tying equipment if your production is fairly large. Takes time to tie string around stacks of envelopes by hand. Available machines are the Bunn, Saxmayer and Felins. Get information from B. H. Bunn Company (7605 South Vincennes Avenue, Chicago 20, Illinois); National Bundle Tyer Company (Blissfield, Michigan); Mailers Equipment Company (Felins distributor), 40 West 15 Street, New York 11, N.Y.

Another piece of equipment which is a near must is . . . a rack to hold mail bags, similar to those used in



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MAKE 'EM LAUGH!

friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details.
FREDERICK E. GYMER
2125 E. 9th St. Cleveland 15, Ohio



Like the EFFICIENT Stork who may double or triple on deliveries, your ADVERTISING, office forms, and stationery, SHOULD be conceived to CREATE goodwill, deliver prestige, eliminate cancellations and rejections and double or triple your ORDERS.



THE HOUSE OF DYAL

Printing - Advertising
30 Irving Place - New York 3, N.Y.

BOOKLETS That Beckon!

Distinctive literature with that come-hither appeal that impels sales. Request Fitchin Book—on your list.
"That Yellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

WANTED! Used or Rebuilt INSERTING AND MAILING MACHINE

Give full details about AGE — CONDITION — PRICE
Missouri Printing & Engraving Co.
3160 Easton Ave., St. Louis 6, Missouri
or PHONE FRanklin 0'10

better production brings better results

There's a best way to produce direct mail. . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . . Always say, "Are you MASA?" YOUR BEST SOURCE for Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write

Mail Advertising Service Association

18652 Fairfield Avenue
Detroit 21, Michigan

MASA

ASK US . . .

WHY we continuously get letter-shop work (mail processing) from the four corners of the country, even tho' we're way down here in the hills of Tennessee. Go ahead and ask us. We'll give you a brief and very interesting answer . . .

'Dan' Shone - ALLIED AGENCIES

1202 Bernard Street, KNOXVILLE, TENN.
Phone 4-3116

DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

ADDRESSING
Archer Business Services, 3034½ Archer Ave., Chicago 32, Ill.
Clear Cut Duplicating Co., 120 Greenwich St., New York 6, N.Y.
Creative Mailing Service, Inc., 450 No. Main St., Freeport, N.Y.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J.
Star Typing Service, 45-21 162nd St., Flushing, N.Y.
ADDRESSING MACHINES
Saver & Wallingford, 147 West Broadway, New York 13, N.Y.

ADDRESSING - TRADE
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N.Y.
At Victor, 30 Flatbush Ave., Brooklyn 17, N.Y.

ADVERTISING AGENCY
Martin Advertising Agency, 15PA East 40th St., New York 16, N.Y.

ADVERTISING AGENCY PERSONNEL DIRECTORY
McGraw-Hill Pub. Co., Inc.-Sales Service, 330 W. 42nd St., N.Y. 36, N.Y.

ADVERTISING ART
John Guthrie, 1345 Green Court, NW, Washington 5, D.C.
Raymond Lufkin, 116 West Clinton Ave., Tenafly, N.J.
Traskus Art Studio, 349 Tenth St., Moline, Illinois

AUTOMATIC TYPEWRITERS
Amer. Automatic Typewriter Co., 610 N. Carpenter St., Chicago 22, Ill.
Robotypor Corporation, 125 Allen Street, Hendersonville, N.C.

AUTOMATIC TYPEWRITING
Ambassador Letter Service Co., 11 Stone St., New York 4, N.Y.
Arrow Letters Corp., 307 West 38th St., New York 18, N.Y.
M. E. Gisham, 140 East 45th St., New York 17, N.Y.

BOOKS
Horan Engraving Company, 44 West 28th St., New York 1, N.Y.
Repro Art Press, 20 West 17th St., New York 12, N.Y.

COLLATING MACHINE
Thomas Mechanical Collators, 30 Church Street, New York, N.Y.

COPYWRITERS (Free Lance)
Leo P. Butt, Jr., 54 E. Jackson Blvd., Chicago, 4, Ill.
James Henderson, Advertising, 2051 West Grand Blvd., Detroit 8, Mich.
Orville E. Reed, First National Bank Bldg., Howell, Michigan

HAL G. VERMES
Hal G. Vermes, 15 Washington Place, New York 3, N.Y.
John Yeargan, 442 East 20th St., New York 9, N.Y.

DIRECT MAIL AGENCIES
Homer J. Buckley, 57 East Jackson Blvd., Chicago 4, Ill.
Duffy & Fabry, Inc., 1745 Broadway, New York 19, N.Y.
Frederick E. Garner, 633 No. Water St., Milwaukee 2, Wis.

LEE LETTER SERVICE
Lee Letter Service, 2123 East 9th St., Cleveland 15, Ohio
Mailgraph Co., Inc., 20 East 20th St., New York 3, N.Y.

ROLY-O PRODUCTS COMPANY
Roly-O Products Company, 39 Water Street, New York 4, N.Y.
John A. Smith & Staff, 150 West 22nd St., New York 11, N.Y.

CARL G. VIENOT
Carl G. Vienot, 11 Beacon St., Boston 8, Mass.
Phillip J. Wallach Company, 134 Summer St., Boston 10, Mass.

DIRECT MAIL EQUIPMENT
The Adams Company, 220 Fifth Avenue, New York 10, N.Y.
Addressing Machine & Equipment Co., 326 Broadway, New York 7, N.Y.

GENERAL BINDING CORP.
General Binding Corp., 808 West Belmont Ave., Chicago 14, Ill.
Inserting and Mailing Machine Co., Phillipsburg, N.J.

MAILERS' EQUIPMENT CO.
Mailers' Equipment Co., 401 Chestnut St., New York 11, N.Y.
Seal-O-Matic Machine Mfg. Co., 55-33rd St., Brooklyn 32, N.Y.

TAUBER PLASTICS, INC.
Tauber Plastics, Inc., 401 Chestnut St., New York 11, N.Y.

ELLIOTT STENCIL CUTTING
Clear Cut Duplicating Co., 200 Hudson St., New York, N.Y.

ENVELOPES
The American Paper Products Co., 250 Third Avenue, New York 10, N.Y.
Atlanta Envelope Company, Post Office Box 1267, Atlanta 1, Ga.

CUPPLES-MESSE CORP.
Cupples-Messe Corp., 397 High St., Dedham, Mass.
Samuel Cupples Envelope Co., Inc., 4175 N. Kingshighway Blvd., St. Louis 15, Mo.

GARDEN CITY ENVELOPE CO.
Garden City Envelope Co., Inc., 360 Furman St., Brooklyn 2, N.Y.
General Envelope Company, 3001 North Rockwell St., Chicago 18, Ill.

GRAY ENVELOPE MFG. CO., INC.
Gray Envelope Mfg. Co., Inc., 23 South St., Box 654, Boston 2, Mass.
McGill Paper Products, Inc., 55-33rd St., Brooklyn 32, N.Y.

MASSACHUSETTS ENVELOPE CO.
Massachusetts Envelope Co., 501 Park Ave., Minneapolis 15, Minn.
Sheppard Envelope Co., 641-643 Atlantic Ave., Boston 10, Mass.

STANDARD ENVELOPE MFG. CO.
Standard Envelope Mfg. Co., One Envelope Terrace, Worcester 4, Mass.
Tension Envelope Corporation, 1600 East 30th St., Cleveland 14, Ohio

TENSION ENVELOPE CORPORATION
Tension Envelope Corporation, 572 Fifth Avenue, New York 36, N.Y.
United States Envelope Company, 19th & Campbell Sts., Kansas City 8, Mo.

THE WOLF ENVELOPE COMPANY
The Wolf Envelope Company, 5001 Southwest Ave., St. Louis 10, Mo.
Tension Envelope Corporation, 123-129 N. Second, Minneapolis 1, Minn.

UNITED STATES ENVELOPE COMPANY
United States Envelope Company, 1912 Grand Ave., Des Moines 14, Iowa
The Wolf Envelope Company, 179-81 E. 22nd St., Cleveland 1, Ohio

ENVELOPE SPECIALTIES
Curtis 1000 Inc., 390 Capital Ave., Hartford 6, Conn.
Direct Mail Envelope Co., Inc., 15 West 20th St., New York 11, N.Y.

GARDEN CITY ENVELOPE CO.
Garden City Envelope Co., 3001 North Rockwell St., Chicago 18, Ill.
The Swadlow Company, Inc., 480 Lexington Ave., New York 17, N.Y.

TENSION ENVELOPE CORPORATION
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.
Evans Specialty Co., Inc., 407 No. Munford St., Richmond 20, Va.

HOUSE ORGANS
The William Feather Co., 912 Huron Road, Cleveland 15, Ohio

IMPRINTERS - SALES LITERATURE
L. P. MacAdams, Inc., 301 John St., Bridgeport, Conn.

LABEL PASTERS
Potdevin Machine Company, 1281-38th St., Brooklyn 18, N.Y.

PENNY LABEL COMPANY
Penny Label Company, 9 Murray St., New York 7, N.Y.

LETTER GADGETS
Hewig Company, 45 West 45th St., New York 19, N.Y.

MAIL ADDRESSING STICKERS
Eureka Specialty Printing Company, Scranton, Pennsylvania

MAIL ADVERTISING SERVICES (Lettershops)
Allied Agencies, 1202 Bernard St., Knoxville Tenn.
Remart Mail Sales Service, Inc., 228 East 45th St., New York 17, N.Y.

BREWSTER MAIL SERVICE COMPANY
Brewster Mail Service Company, 17 East 42nd St., New York, N.Y.

Century Letter Co., Inc., 48 East 21st St., New York 10, N.Y.
Codd Advertising Service, 607 East Van Buren, Phoenix, Ariz.
A. W. Dicks & Co., 386 Victoria St., Toronto 2, Ont., Can.
Fair Mail Service, 417 Cleveland Ave., Plainfield, N.J.
Long Island Letter Service, 212 Front Street, Mineola, N.Y.
Mailograph Co., Inc., 39 Water St., New York 4, N.Y.
Lee Letter Service, 20 East 20th St., New York 3, N.Y.
Railways, 200 Adelaide St., West Toronto 1, Ont., Canada
The Rylander Company, 216 West Jackson Blvd., Chicago 6, Ill.
Woodington Mail Adv. Service, 10 Arch St., Philadelphia 7, Pa.

MAILING LISTS-BROKERS
Archer Mailing List Service, 140 West 55th St., New York 19, N.Y.
George R. Bryant Co., Inc., 595 Madison Ave., New York 22, N.Y.
D.R. Special List Bureau, 80 Broad St., Boston 10, Mass.
Walter Drey, Inc., 257 Fourth Ave., New York 10, N.Y.
Guild Company, 160 Engle Street, Englewood, New Jersey
Willa Madden, Inc., 215 Fourth Ave., New York 19, N.Y.
Mailings Incorporated, 25 West 45th St., New York 19, N.Y.
Mostly Mail Order List Service, 38 Newbury St., Boston 16, Mass.
Names Unlimited, Inc., 352 Fourth Ave., New York 10, N.Y.
D. L. Natwick, 932 Broadway, New York 10, N.Y.
James E. True Associates, 419 4th Ave., New York 16, N.Y.

MEMBERS-NATIONAL COUNCIL OF MAILING LIST BROKERS
Associated Advertising Service, 1913½ Sixteenth St., Port Huron, Mich.

BOOKBUYERS LISTS, INC.
Bookbuyers Lists, Inc., 363 Broadway, New York 13, N.Y.

BOYD'S CITY DISPATCH
Boyd's City Dispatch, Inc., 114-120 East 23rd St., New York 10, N.Y.

CREATIVE MAILING SERVICE, INC.
Creative Mailing Service, Inc., 460 N. Main St., Freeport, N.Y.

DUNHILL LIST COMPANY
Dunhill List Company, Inc., 565 Fifth Ave., New York 17, N.Y.

ALEXANDER HAMILTON INSTITUTE
Alexander Hamilton Institute, 48 W. 24th St., New York 10, N.Y.

INDUSTRIAL LIST BUREAU
Industrial List Bureau, 45 Astor Place, New York 3, N.Y.

INVESTORS LISTING CO.
Investors Listing Co., 45 West 45th St., New York 19, N.Y.

JEWISH STATISTICAL BUREAU
Jewish Statistical Bureau, 320 Bdway, New York 7, N.Y.

THE WALTER S. KRAUS CO.
The Walter S. Kraus Co., 48-01 42nd St., Long Island City 4, N.Y.

MAIL-AD CO.
Mail-Ad Co., 6238 Wilshire Blvd., Los Angeles 48, Calif.

MARKET COMPILATION & RESEARCH
Market Compilation & Research, 11814 Ventura Blvd., N. Hollywood 48, Calif.

OFFICIAL CATHOLIC DIRECTORY LIST
Official Catholic Directory List, 12 Barclay St., New York 10, N.Y.

W. S. PONTON, INC.
W. S. Ponton, Inc., 50 East 42nd St., New York 17, N.Y.

R. L. RASHMIR
R. L. Rashmir, 3123 L-Southwest Ave., Hollywood 28, Calif.

TENSION ENVELOPE CORPORATION
Tension Envelope Corporation, 19th & Campbell Sts., Kansas City 8, Mo.

CHICAGO INK RIBBON COMPANY
Chicago Ink Ribbon Company, 19 So. Wells St., Chicago 6, Ill.

OFFSET PRINTING
Bachman Reproduction Service, 250 East 43rd St., New York 17, N.Y.

MCCORMICK-ARMSTRONG CO., INC.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

THE MONTCLAIR BUSINESS SERVICE
The Montclair Business Service, 1 The Crescent, Montclair, N.J.

ORCHIDS
Graham W. Dible, 8th & Wall, Los Angeles 14, Calif.

PAPER MANUFACTURERS
American Writing Paper Corp., Holyoke, Mass.

APPLETON COATED PAPER CO.
Appleton Coated Paper Co., 1110 Meade St., Appleton, Wisconsin

FOX RIVER CORPORATION
Fox River Corporation, Appleton, Wisconsin

W. C. HAMILTON & SONS
W. C. Hamilton & Sons, Miquon, Penna.

HAMMERMILL PAPER COMPANY
Hammermill Paper Company, Erie, Pennsylvania

INTERNATIONAL PAPER COMPANY
International Paper Company, 220 East 42nd St., New York 17, N.Y.

KIMBERLY-CLARK CORP.
Kimberly-Clark Corp., Neenah, Wisconsin

MC LEARN JONES COMPANY
Mc Learn Jones Company, Brookfield, Mass.

MEAD SALES COMPANY
Mead Sales Company, 819 Public Ledger Bldg., Philadelphia 6, Pa.

NEENAH PAPER COMPANY
Neenah Paper Company, Neenah, Wisconsin

NEENAH-EDWARDS PAPER COMPANY
Neenah-Edwards Paper Company, Port Edwards, Wisconsin

RISSING PAPER COMPANY
Rissing Paper Company, Housatonic, Massachusetts

PARCEL POST MAILING BOXES
Corrugated Paper Products, Inc., 2235 Ulice Ave., Brooklyn 4, N.Y.

PHOTO ENGRAVERS
Pioneer-Moss, Inc., 480 West 34th St., New York 1, N.Y.

PHOTOGRAPHS
Eye Catchers, Inc., 10-12 East 39th St., New York 16, N.Y.

PLATES & STENCILS
Mass Photo Service, Inc., 350 West 50th St., New York 19, N.Y.

PRINTERS & LITHOGRAPHERS
Columbia Ribbon & Carb. Mfg. Co., Inc., Herb Hill Road, Glen Cove, N.Y.

REMINGTON RAND, INC.
Remington Rand, Inc., 2 Main St., Bridgeport 1, Conn.

COLLEGE PRESS
College Press, South Lancaster, Mass.

THE HORSE OF DYAL
The Horse of Dyal, 30 Irving Place, New York 3, N.Y.

KINDRED, MACLEAN & CO., INC.
Kindred, MacLean & Co., Inc., 43-01 22nd St., Long Island City, N.Y.

MCCORMICK-ARMSTRONG CO., INC.
McCormick-Armstrong Co., Inc., 1501 East Douglas, Wichita 1, Kan.

PARADISE PRINTERS AND PUBLISHERS
Paradise Printers and Publishers, Paradise, Pa.

REMARKS PRESS
Remarks Press, 23 South St., Box 654, Boston 2, Mass.

PRINTING EQUIPMENT
Davidson Corp., 1048 West Adams St., Chicago 2, Illinois

HAIRY SEVOLD COMPANY
Hairy Sevold Company, 4510 East 71st St., Cleveland 5, Ohio

BREWSTER MAIL SERVICE CO.
Brewster Mail Service Co., 17 East 42nd St., New York, N.Y.

STAPLING MACHINES
Staplex Company, 68-78 Jay St., Brooklyn, N.Y.

STENCIL CUTTING & ADDRESSING
Creative Mailing Service, Inc., 460 No. Main St., Freeport, N.Y.

SYNDICATED HOUSE MAGAZINES
Publications Digest, 130 West 42nd St., New York 18, N.Y.

TYING MACHINES
B. H. Bunn Company, 7605 South Vincennes Ave., Chicago 20, Ill.

NATIONAL BUNDLE TYER COMPANY
National Bundle Tyer Company, Blissfield, Michigan

TYPE FACES
American Type Founders, 200 Elmora Ave., Elizabeth 8, N.J.

TYPEWRITERS
Ralph C. Coxhead Corp., 720 Frelinghuysen Ave., Newark 5, N.J.

INTERNATIONAL BUSINESS MACHINES
International Business Machines, 590 Madison Ave., New York 22, N.Y.

REMYINGTON RAND, INC.
Remington Rand, Inc., 315 Fourth Ave., New York 10, N.Y.

VITAMINS AND MINERALS
The Sommer & Son Co., P.O. Box 398, Mt. Vernon, N.Y.

the Post Office. Pipe racks hold the bags standing upright and open mouthed until they can be filled, removed, closed and labeled. You need, as said before, plenty of working space. And as a final step . . . you need arrangements for delivery to the Post Office. That is the end of the line.

Section 4:

HOW TO LAY OUT YOUR PRODUCTION UNITS

We are now on the last lap. So far in this outline we have sketched for you and the people you want to train:

- a. How to prepare.
 1. By motion study.
 2. By developing power of observation.
 3. By getting know-how through manual work, visitation, reading or collecting information.
- b. How to think about the preliminary steps in planning.
 1. By determining end result desired.
 2. By making an analysis of present operations.
 3. By analyzing your "outside" and "inside" requirements.
- c. How to visualize the separate units of production by analyzing.
 1. All outside supplies and purchases of service.
 2. All inside operations divided into 18 logical spots or circles of activity.

With that background . . . you are now ready to tackle any physical layout problem. No one can set down any standard plan. Every individual case is different. You can do it if you take the 18 circles and deliberately *play checkers* on a drawing board which is controlled (in space) by your own physical and financial surroundings.

For instance, Jack Tillotson of Modern Handcraft (2401 Burlington Street, North Kansas City 16, Missouri) says he saved money by moving to the country into a large one-story building of his own. Plenty of working space. You may not be able to do that. You may be in a high rent area

CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50¢ per line—minimum space 4 lines. Write The Reporter, 531½ Hilton Ave., Garden City, N.Y.

ADDRESSING

OUR LISTS ARE FREE

Retailers - wholesalers - manufacturers
Banks - churches - institutions
We charge only for addressing
SPEED - ADDRESS KRAUS CO.
48-01 42nd Street
Long Island City 4, N. Y.

ADDRESSING — TRADE

M. Victor—Addressing for the Trade
Rapid Service - Unlimited Quantity
Large Staff of Expert Typists
130 Flatbush Ave. Brooklyn 17, N.Y.
Sterling 9-8003

ADDRESSOGRAPH PLATES

Speedumat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System
706 Chestnut St. St. Louis 1, Mo.

ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling
mail order, agent ads.
We show you how.

Martin Advertising Agency
15P E. 4th Street, New York 16, N.Y.

ADVERTISING AGENCIES

LETTERS - FOLDERS designed to increase sales. George Feltner, 4207 So. Station, Denver, Colo.

COPY - LAYOUT - ART

We'll do your copy - layout - art jobs. Very low cost, top creative service, saves you time, effort. Will discuss arrangement successful with many organizations. Creative Advertising, 96 Warren St., New York, N. Y. Worth 2-7814.

and may be forced to develop layouts which conserve space.

It can be done. The most intriguing setup I've ever seen is the office of the Advertising & Sales Executives Club of Montreal in the Mount Royal Hotel, expensive quarters. A long, narrow room. Formerly a sample or display room. A member of the Club (in furniture and designing business) created a modernistic atmosphere by changing long room into four sections . . . using eye-height dividing cases. (Not walls). Leaving stagger-

FOR SALE

Old established Mail Order business. Over 50,000 names on specialized list. Owner wishes to retire. Write Box No. 122.

MAILING LISTS:

Limited quantities of Criss Cross Street Guides. 8½ x 11. Columbus, Georgia (30M names) \$15.00 and Gadsden, Alabama (16M names) \$12.50. Or both for \$25.00. Quick Service Letter Co., 110 N 18th St., Birmingham 3, Ala.

MAILING LIST CARDS

Auto-Copy Index Cards 3 x 5. For copies of mailing lists. Make copies while addressing envelopes or letters. No carbons required. Price \$2.00 per thousand, f.o.b. Rochester, N.Y. The Stylograph Corporation, 205 W. Main.

OFFSET CUTOUTS

MOST COMPLETE service in U. S. Now available — OFFSET SCRAP-BOOK No. 7, 950 reproduction proofs of promotional headings, catch words and art panels, only \$3.00 postpaid. Literature free. A. A. ARCHBOLD, PUBLISHER, 1209-K S. Lake St., Los Angeles 6, Calif.

WANTED

Wanted Addressing System, must be complete and automatic. Mont'g Eng'g Co. 14198 Prairie, Detroit 4, Mich.

ed space at ends of cases for entrance from one to the other. The divisions are occupied by receptionist, typists, secretaries and executives. Most of the day the office is a model of quietness and beauty. But in the separating eye-height cases are hidden wonders. Open a sliding door and a mimeograph machine moves out on a platform. Next to it is a hidden compartment of supplies. Turn around and another door shows you an Elliott Addressing Machine, which also moves out on a platform. Address stencils

USE PONTON'S

Write Dept. "F"
for our FREE Catalog!

SOURCES OF SPENDING POWER 280,000 Manufacturers, Plants, Industrials
150,000 Wholesalers, Jobbers, Distributors 1,400,000 Retailers-Trade Selections, too!
500,000 Service Companies Top corporation executives, owners and partners
available for most of the businesses listed above.

W. S. PONTON, INC., 50 East 42 Street, New York 17, N.Y. MU 7-5311

Does Anybody HATE Gravy?

Not when it comes to gravy dollars. The more the merrier.

We think you'll agree. Will agree, too, that it's high time YOU began cashing in—by letting us pull extra profits for you out of your mailing lists.

The arrangement is simple. You register your lists with us—we rent them out to carefully selected mailers who don't compete with you. You're sure because you okay our selections.

We'll handle the addressing any way you like—it usually depends on how much of that gravy you actually want. For full information and details write or call:



D-R SPECIAL LIST BUREAU

DIVISION of DICKIE-RAYMOND

521 Fifth Avenue, New York 17

80 Broad Street, Boston 10

Member - National Council of Mailing
List Brokers

**for
faster
addressing**

PENNY



makes

**2, 3 or 4 copies
with one typing**

No Machines, No Stencils,

No Attachments

Use any typewriter!

Write for FREE sample

Penny Label Co.
9 Murray St.
New York 7, N. Y.
Please send me
FREE sample of
your TIME & LABOR
saving "CARBO-
SNAP" addressing
labels.

Name

Firm

Address

City Zone State

are in next compartment. Out in the reception room, a large table with magazines and a most beautiful modernistic lamp becomes, for a few minutes at the end of the day, a mailing department. The lamp base with shade lifts to reveal a postage meter machine. Folding and inserting are done on the rest of table space. Within five minutes the whole busy place can be turned back to a quiet, sedate office . . . better looking than most business offices. So, space isn't always essential.

You can't always figure on one large area. On my trips around I've seen all sorts of production units. Ed Proctor of the Guild Company took an old home in Englewood, New Jersey and converted it into an efficient arrangement of working spaces assigned to kitchen, dining room, living room, etc. Jay Maish did the same thing years ago with a house on Gospel Hill in Marion, Ohio.

I've seen Ralph Thompson's setup in Winter Haven, Florida. He used to spend all his time in growing oranges and grapefruit and selling them by mail. He couldn't get the right kind of printing so installed a press to run his orange-colored letterheads. Then he branched out. Now he is still selling oranges but is also in the printing and lettershop business. He moved an old house down around the orange trees where his printing setup had been. The bathroom was converted into a dark room for the offset department. The linotypes and other typesetting equipment occupy the dining room. Other departments are scattered through the house. Separated . . . but well organized.

Others, like Bill Watson and Bernie Fixler in Freeport, N. Y. have built their own plants . . . large, airy, one-floor spreads . . . so that production units could be laid out in a natural or even flow.

Production layout can be adapted to any space. It just takes brains and ingenuity. No matter what your present or future space looks like . . . you should be able to plan what is best for you with the eighteen circles.

Note: Did you know that there is a company which specializes in furnishing third dimensional miniature equipment for laying out an office? Write to "Visual" Planning Equipment Company, Inc. (Oakmont, Allegheny County, Pennsylvania) for details.

CHART 10

Just as an experiment, or example, let's lay out an imaginary production

department for direct mail. Take the eighteen units and don't figure on any partitions or separate rooms . . . just a rectangular space. What we develop by juggling circles might be like the rough sketch adjoining.

We've simply taken the Circles in 1-2-3 order and placed them in a possible or logical flow (reading from left to right).

No. 1 (Supplies) is the biggest variable element. You may buy most of your supplies, materials and services outside . . . so the other units would be less important. But start there by planning for storage facilities close to units concerned. The circle must be divided into segments because you need supplies at different spots.

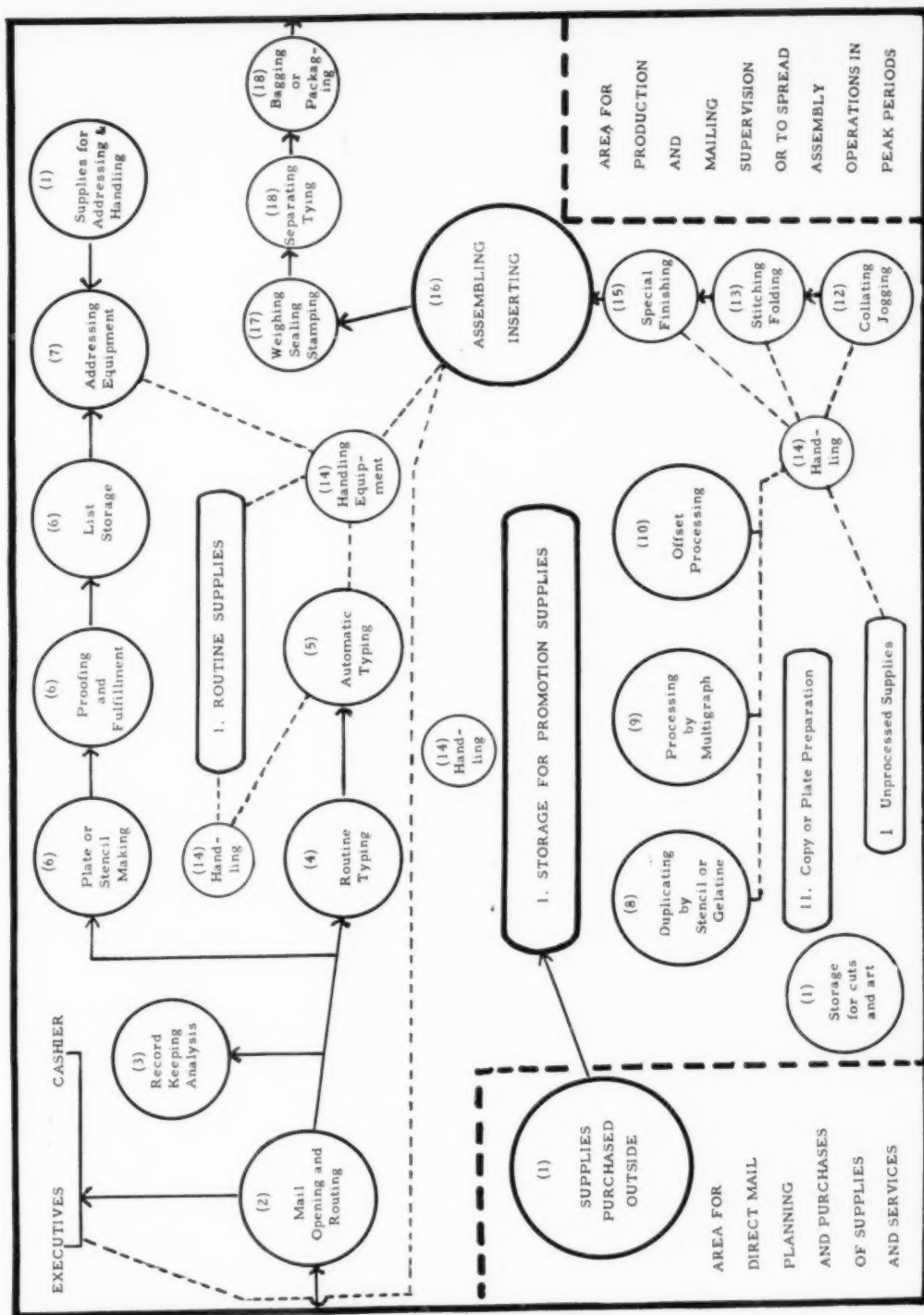
Then begin with mail opening. Plan the routing to executives . . . and to the processing units, such as Routine and Automatic Typing. Set up the List Control unit and the Addressing. Keep the Duplicating units in a separate division, but have the work flow naturally from there to Finishing, Assembling, Stamping, Separating, Tying, Bagging and Delivery.

It can be done in one large room or separate units of small rooms. Your use of proper handling equipment can overcome many structural obstacles. Be sure to provide space for supervision at both ends of the line. First, for the creative or planning department, even if it's composed of only one man . . . and finally an area for final assembly supervision and for a spread of operations during a peak busy period.

No one can do this kind of planning for you (except a paid counselor) because no one but yourself can tell the diameter of each circle in relation to the diameter of each of the other circles. Your addressing department might be larger than most of the others. In your neighbor's case it might be the smallest because of an entirely different setup, or because the work is done entirely outside.

We've tried to show you HOW to plan. How to obtain and teach direct mail know-how. Even though you handle inside only your routine daily mail . . . this outline should help you to get along better with your printer and lettershop because you understand their problems.

But all that we've told you is subject to further investigation and study. You'll never know all there is to know about direct mail or direct mail production. If you ever get to the point where you think you know everything . . . you'll be slipping.



SHORT NOTES

DEPARTMENT

(Continued from Page 14)

ham and eggs. Smokes his own hams and ribs and runs a barbecue beside the smallest Post Office. If any of you travellers would like to visit . . . it's 18 miles from Venture on highway 399 . . . mountain route to Bakersfield.

□ REG MEEK has taken over the editorship of Provincial's Paper House magazine of 388 University Ave., Toronto 2, Ont., Canada. He succeeds the late Lee Trenholm. Latest issue proves that Reg will maintain the high quality set by his popular predecessor.

□ WELCOME TO VISITING SALESMEN. We've mentioned other companies in the past who make life easier for salesmen visiting their plants or offices. A pat-on-the-back should go to General Motors, Room 14-262, General Motors Bldg., Detroit 21, Michigan, for its 20 page, 7½" x 10" booklet, explaining its complex procurement problems. Lists and describes thirty nine separate purchasing departments. You may be able to obtain a copy by writing to the office of D. F. Hulgraves, executive in charge of procurement and schedules.

□ GOOD IDEA. DMAA Director John Yack of Dayton, Ohio, started something which should be continued. When the direct mail campaign portfolios in the 1950 contest had finished their tours around the country, John arranged to have one complete set donated to the Library at Miami University, Oxford, Ohio. Officials were so impressed they arranged a presentation ceremony (with a speaker) before combined advertising and marketing classes. Following ceremony at which William Suhring, Jr., instructor in advertising; Dr. Joseph C. Seibert, head of Marketing and Dr. Raymond E. Glos, Dean of the School of Business Administration



participated, campaigns went on month-long display in main reading room. Thereafter they will be placed in special reference shelves for future students. The DMAA should allocate extra sets from now on to a rotating group of colleges.

□ TWO PACKETS of direct mail specimens recently arrived from friends in Europe. One from Ralph M. Chavannes of BD. De Grancy 11, Lausanne, Switzerland; the other from Fernand Hourez, of Bodden & Dechy, S. A., 67, Rue de Lombard, Brussels, Belgium. Both prove conclusively that European direct mailers are interested in gadgets, cut-outs and unusual printing effects. A wonderful assortment of spectacular personalized pieces which cannot be adequately described because of differences in language. We'll be glad to lend the collection to anyone interested. First come, first served.

□ SIDNEY EDLUND is still conducting "The Man Marketing Clinic" . . . and it's a wonderful service he and his voluntary workers have given all these years to people seeking jobs. Analyzing personalities, possibilities and presentations. Clinic now meets every Tuesday evening at Remington Rand Building Auditorium at 315 Fourth Avenue, New York. (No charge.) Similar clinics are being held one night weekly in Patterson, New Jersey and Stamford, Conn. In New York, Sidney is also conducting other clinics concerned with Presentations and Small Business. For full information, write him at 310 Lexington Ave., New York 16, N.Y.

□ GOOD CASE HISTORY of how a financial firm uses automatically typed letters appeared in March issue of Savings and Loan News. Tells about the set-up at Talman Federal Savings and Loan Association, 5501 So. Kedzie Ave., Chicago 29, Ill. You can get a four page reprint by writing to Bill Schulz, American Automatic Typewriter Company, 120 Greenwich St., New York 6, N.Y. Worth reading if you're interested in all the applications of Circle 5 of the training outline in this issue.

□ A SPLENDIDEROUS new sample book has just been released by W. C. Hamilton & Sons, Miquon, Pa. The fellows in the advertising department who showed it to us at the Paper Convention in the Waldorf, New York, modestly referred to it "as the finest sample book ever published." The art work and designing was handled by Matthew Leibowitz of Rydal, Pa. If you want a copy of this plastic bound sampling masterpiece . . . write on your business letterhead.

□ FOR GADGET HUNTERS: "Appliquettes" is the name for those fluffy cut out figures or designs you can attach to letters. You can get samples and details by writing to Alert Die Cutting & Novelty Corp., 174 Wooster St., New York 12, N.Y. The gadgets are die-cut from colored flocked paper. Wide stock selections . . . and special designs can be made at relatively low cost.

□ EASY MAGIC is the title of a 3½" x 6¼" 16 page booklet being distributed (a quarter million of them) as a dealer give-away by G. Krueger Brewing Co., 75 Belmont Ave., Newark, New Jersey. The booklet contains a couple of dozen fairly easy table tricks and stunts . . . which of course can be done much better with a bottle of beer handy.

□ DUBIOUS propaganda mailings are getting more numerous. But after the "Black Mail" exposures . . . we are inclined to believe such mailings have lost their effectiveness. People get irritated. Elizabeth Flynn is using a big broadside to raise money for the seventeen indicted "American Communists" . . . to assure them of a "fair trial." It's a pretty sloppy and ineffectual effort. And the Lord only knows what's the reason for all the flood of mail from the National Council Against Conscription, with its desperate attacks against military training. It's a funny world . . . but it's a lot of fun reading and screening all the stuff which crosses our desk every month. Even though some of it is more than screwy.

□ Direct mail dollar volume for February 1952 was \$96,355,838 . . . a gain of 19.9% over the corresponding month in 1951. For the first two months of this year, the total is \$188,256,223 . . . a gain of more than 10% over the first two months of 1951. Direct mail is still growing.

□ A BIG DIRECT MAIL MEETING is scheduled for noontime on May 6 at the Waldorf-Astoria Hotel, New York. The Annual Luncheon of the Mail Advertising Service Association . . . but this year it is being co-sponsored by the Direct Mail Advertising Association. DMAA Vice President, Lester Suhler of Cowles Publishing Company, Des Moines, Iowa will be the featured speaker.

□ That's all for this month. Please give us your reactions to the feature report, "How to Think About Production and Mailing." Was it helpful?

We are proud to share honors with Lederle Laboratories...

The Lederle Bulletin which won "Best-of-all Industry" in the DMAA contest has been called the "Foundation Stone" of the entire Lederle direct mail campaign.

It has been our privilege to produce this important book since its inception.

If you are interested in fine lithography, we invite your inquiries.

DMAA

1951

BEST OF INDUSTRY

DIRECT MAIL AWARD

Grand Award

THE DIRECT MAIL ADVERTISING CAMPAIGN OF

*Lederle Laboratories Division
American Cyanamid Company
Kindred, MacLean & Co., Inc.*

HAS BEEN SELECTED FOR A 1951 BEST OF INDUSTRY AWARD IN RECOGNITION OF ITS EXCELLENCE AND THE RESULTS ACHIEVED. THIS OUTSTANDING CAMPAIGN WILL BE PART OF AN EXHIBIT TO TOUR THE UNITED STATES AND CANADA TO ENCOURAGE THE INCREASED USE OF WELL-PLANNED, EFFECTIVE DIRECT MAIL.

DIRECT MAIL ADVERTISING ASSOCIATION, INC.

BOARD OF JUDGES:

C. H. Anderson CHAIRMAN

Raymond Lufkin

Raymond L. Shaffer

Frederick J. ...

E. Henry Woodley



KINDRED, MACLEAN & COMPANY, INC.

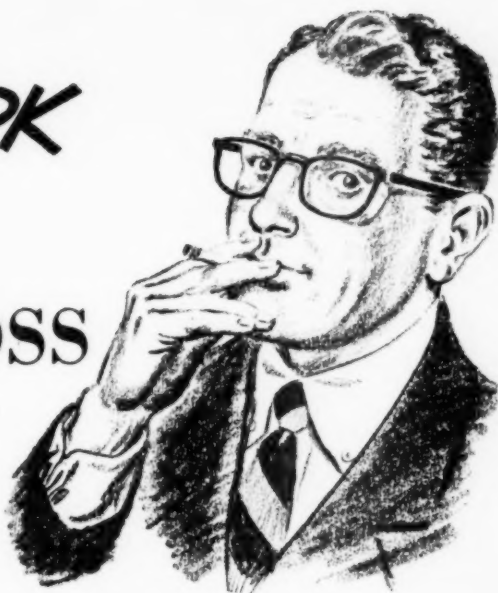
43-01 22nd Street, Long Island City, New York • Telephone: STillwell 4-7212

Chicago Office: 80 East Jackson Boulevard • Telephone: WEbster 9-0996

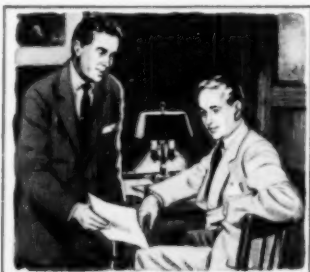
Lithographic Advertising

TEAMWORK PLUS HUDSON GLOSS

... make the big difference in printing, says the Advertising Manager. "As an advertising manager I know the value of cooperation. I depend on experts...from the drawing board right through the press. When each phase is handled by skilled specialists, the results are always best. For instance, here are the experts I depend on for really fine reproduction."



THE PRINTER ... he calls on me, looks over the layouts and makes recommendations for the finished art. He's a printing specialist ... that's why he leaves the engraving problems to another expert.



THE ENGRAVER ... he has the job explained to him by the printer who describes the paper we expect to use and discusses the inks needed.



THE INK MAN ... this highly trained member of the team performs like a prescription chemist ... recommends and compounds inks in precise colors and qualities ... helps the printer duplicate the original art work.

HUDSON GLOSS...the *PLUS* paper... makes good work so much better. Depend on it for clean, sharp, 120-line halftones and fine color affinity. Hudson Gloss is versatile too ... use it for your next recipe booklet, house organ, broadside, advertising literature, etc. ... on either flatbed or rotary letterpress. International Paper Company, 220 E. 42 Street, New York 17.

Teamwork
Pays Off!



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